

# EFFERTZ KEY RANCH

*"The Key to A Total Program"*

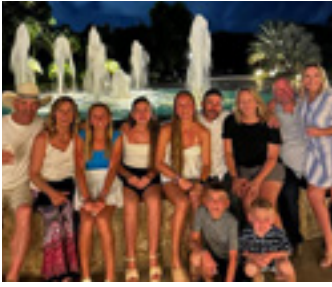
*46th* ANNUAL



**BULL SALE**

*74 Charolais & 51 Galeng bulls sell*

MARCH 14TH, 2024 RUGBY LIVESTOCK AUCTION 1 PM CST



*Welcome to our 46th Annual Bull Sale!*

Here at Effertz Key Ranch, we have been breeding Charolais cattle since 1959 and Salers since 1983. Always working on genetics that will make this business more profitable. We offer sound bulls that have been tested and measured to prove their quality and great potential within someone else's program. Despite the rather dry summer, our calf crop hasn't missed a beat, and we are excited to offer a solid set of bulls. The bulls most recent weights showed an average daily gain of 3.6lbs/day with some bulls gaining over 4.5 lbs/day. That feed conversion creates a direct positive impact on our customers' calves.

There were two bulls sold in the 2023 sale that were crept fed - Lot 17 bull had an actual weaning weight of 985lbs, and Lot 84 with an actual weaning weight of 955lbs. Look, we all want a larger weaning weight, but it should also be taken into consideration that yearling weight coupled with our profit index, creates a more accurate measurement of a bulls actual performance. Yearling weight should be considered in regards to calf weights. The growth potential seen between weaning and yearling weights is still incredibly relevant to a calf crops performance. So, though we are looking to see these big weaning weights, I believe it is only fair to also study the spread between weaning and yearling weights as it is still directly impacting our calves growth potential.

This year's offering includes 74 Charolais bulls, 19 of which are Red Factor Charolais. These red-hided bulls typically will throw black hide when used on black cows. Be sure to study our set of Red Factor bulls, as we have an exceptional group this year! The Salers offering includes 51 bulls, both red and black hided that vary in percentages of Angus and Salers. We added a few new herd sires to our bull battery on the Salers side, and we are excited about these first sets of calves.

The bulls have been weighed and ultra-sounded for loin eye and marbling. These measurements will be incorporated into our exclusive profit index which does a good job of sorting the bulls. This data will be available on our website [www.effertzkeyranch.com](http://www.effertzkeyranch.com) two weeks before the sale.

Videos of the sale bulls are available on our website as well.

We strongly believe in the genetic potential of our bulls, and we have kept up with the industry by genetically testing for carcass traits: Leptin, PMCH, IGF2 and CRH. All bulls have been tested and selected for Leptin over the years. Leptin positive cattle have increased traits in fat accumulation, milk production, cow longevity, weaning weights and carcass composition. This is something that has added a lot of value to our program and our customers' programs. We have seen first-hand the added value in our feeder cattle. In September 2021, out of 132 EKR cattle that were slaughtered at Tyson, 114 graded Choice and 14 were Prime.

We strive to breed cattle that fit a powerful profile, are sound and have high quality carcass traits. We are happy to say that, for us, and our customers, this method is working. We invite you to come by and look at the bulls at our north ranch or study the videos on our website before the sale. If you can't make it to Rugby Livestock on sale day, call us to discuss the bull options that will fit your program, even if you plan to bid online with [liveauctions.tv](http://liveauctions.tv). If you have any problems or questions, feel free to call us.

Roger Effertz: 701-720-1156 • Kevin Effertz: 701-720-1363 • Neil Effertz: 701-471-0153  
Bryan Dean: 701-720-0802 • Adam Dean: 701-537-3882 • Julia Dean: 307-462-1072

We will be happy to help you with trucking arrangements after the sale. I am optimistic about this industry and its future, and we look forward to doing business with new and old friends on March 14th, 2024 at the Rugby Livestock Auction in Rugby ND.

*Roger Effertz and the EKR Crew*

# 46TH ANNUAL BULL SALE



## THURSDAY MARCH 14TH, 2024



### RUGBY LIVESTOCK, RUGBY, ND • 1 P.M. CST

### SELLING 125 LOTS

74 Charolais Bulls ..... Pages 2-17  
51 Salers Optimizer Bulls ..... Pages 17-27

#### Sale Day Phones:

Roger Effertz ..... 701-720-1156  
Kevin Effertz ..... 701-720-1363  
Bryan Dean ..... 701-720-0802  
Neil Effertz ..... 701-471-0153  
Adam Dean ..... 701-537-3882  
Julia Dean ..... 307-462-1072

#### Auctioneer:

Jared Shipman ..... 806-983-7226

#### Join Us!

The bulls will be penned and ready to look at Wednesday, March 13th.  
*Join us for lunch before the sale!*

#### Directions to Sale Site:

Rugby Livestock ..... 701-776-6393  
Rugby Livestock Auction, 2818 Hwy 2 West, Rugby, ND 58368

#### Special Representatives:

Dean Pike, American Salers ..... 303-810-7605  
Kirby Goettsch, Farm & Ranch Guide ..... 605-380-3939  
Tony Heins, Cattle Business Weekly ..... 701-400-4435  
Hadley Schotte, Charolais Journal ..... 785-562-6632

#### Area Motel:

Cobblestone Inn ..... 701-881-3000  
402 Highway 2 East, Rugby ND 58368

#### Our Exclusive Profit Index:

Designed by NDSU research specialists, our profit index is a combined index of a terminal cross sire's value in a retained ownership scenario an predicts carcass yield, feedlot gain and final carcass weight, the most economically significant criteria for profit.

The profit index will be listed on the supplement sheet which will be on our website [www.effertzkeyranch.com](http://www.effertzkeyranch.com) in late February.

Roger: 701-720-1156 Kevin: 701-720-1363 Bryan: 701-720-0802

Adam: 701-537-3882 Julia: 307-462-1072

[www.effertzkeyranch.com](http://www.effertzkeyranch.com) & Find us on Facebook!



#### Supplement Sheet:

Yearling weights and performance, ultrasound information, scrotal measurements, profit index and any other changes and corrections to the sale catalog will be listed on the supplement sheet which will be on our website. Copies will be available at the sale.

#### Registration Papers:

Bulls are registered with the American International Charolais Association or the American Salers Association. Their registration numbers appear in the catalog.

#### Insurance:

Will be available at the settlement desk.

#### Video:

Video of individual bulls is on our website now – [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

#### Herd Health:

The sale cattle are up-to-date on the Effertz Key Ranch health program:  
Calves were vaccinated for IBR, BVD, Somnagen, 7-way, BRSV Syncial Virus, P13 and treated with Dectomax.

#### Trucking:

Delivery available to central points anywhere in the continental U.S. at a maximum cost of \$400 per head.

#### Guarantee:

Effertz Key Ranch bulls sell guaranteed. Yearling bulls are guaranteed to pass a semen test at turnout time.

#### Absentee Bidders:

If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363), Bryan Dean (701-720-0802), Adam (701-537-3882), Julia (307-462-1072) or any of the special representatives to discuss the bulls and arrange to place a bid.



Check out the new [liveauctions.tv](http://liveauctions.tv) website! No app required, but you must re-register. If you need assistance call 682-816-4900 or Mariah Miller 712-294-4731.

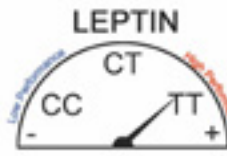
# CURRENT INDUSTRY

A 2024 January Western Livestock Journal article cites geneticist Bob Weaber, saying quote, “maternal heterosis can offer \$100-150 advantage in today’s market”. We believe our Salers optimizer females have merit because their heterosis adds longevity, and the Leptin testing ensures increased milk production. Taking these factors into account, in building your cow herd with our Saler Optimizer bulls and using our performance terminal charolais sires, you can get those added pounds that are needed in the industry today.

In reading an article written by Oklahoma State University Extension beef cattle breeding specialist Mark Johnson, he is putting the worth of a good bull at the value of five calves he sires. As you analyze our offering, use our exclusive profit index to sort through our terminal bulls. Since 1959, we have worked on the performance and production of our Charolais bulls, and we added our Salers to our herd in 1983. Since then, we have been pleased in the progress of the versatility we have been able to create with the Salers Optimizers.

## WHY DO WE LEPTIN TEST OUR BULLS?

Dr. Eric DeVuyst, OSU Ag Economist wrote in an Oklahoma Extension Service Circular The Economics of Gene Testing.. “Genotype (TT) fed cattle are more profitable than lean genotype (CC) cattle. Differences in profit, range from \$14 to \$60 per head.” The same mutation has been investigated in milk production and beef calf weaning weights. DeVuyst reports heavier weaning calves for TT and CT cows. Their analysis found that TT and CT cows were more profitable than CC cows due to 1) higher calf weaning weights and 2) longer productive lives.



Having a TT genotype animal allows for an increased rate of fat accumulation compared to a CC animal. Other benefits include:

- Increased weaning weight
- Increased milk production
- Increased 12th rib backfat
- Higher quality grade / marbling score
- Lower yield grade
- Increased cow productive life

Leptin genotype	CC	CT	TT	Increasing genetic potential related to fat accumulation, milk production, cow longevity, weaning weight, carcass composition.
PMCH genotype	TT	AT	AA	Increasing genetic potential related to fat deposition, tenderness, marbling and backfat.
IGF2 genotype	TT	CT	CC	Increasing genetic potential related to lean growth and rib eye area.
CRH genotype	CC	CG	GG	Increasing genetic potential related to stress response, hot carcass weight, rib eye area and docility.

I have been visiting with Leigh Marquess of Quantum Genetix in Saskatoon, Saskatchewan, Canada. He is still currently working with Cactus feeders and five other large feedlots who use his feedlot DNA panel to add value to their feeder cattle. There is more and more evidence that the Leptin carrying cattle can be fed longer and more efficiently in order to make a larger carcass weight and increase marbling. Cattle that are tested with this panel are given a specific ID and fed according to their DNA in order increase their efficiency. These cattle have a higher yield grade and cutability score on the rail. So, we here at EKR, are going to continue this 20-year path to keep adding value to our customers calves.

\*Yearling weights, final performance, profit index, ultrasound and scrotal measurement will be available in late February





Ref. Sire A



Lot 1



Lot 2



Lot 3

## **KEYS BILLYBAROO 240H** M956774

9/28/20/Polled/White BW:81/ADJ WW:811

BW	WW	YW	MILK	CE	TSI	CW	REA
0	66.2	124.6	13.9	13.3	264.59	31.6	0.88

*Leptin: TT*

KEYS PROGRESSIVE 170Z  
**KEYS BALLYHOO 77D**

MISS KEY GORGEOUS 90Z

KEYS TEN-ACIOUS 166S

**MISS KEY GIRL 117A**

MISS KEY GIRL 36P

KEYS CHARLES BRONSON 2U

MISS KEY MEG 2T

SCR BRONCO 9026

MISS KEY GORGEOUS 24U

KEYS MCTENDER 279P

MISS KEY MAYBELL 73N

KEYS MARK IT 157M

MISS KEY GIRL 82M

Billy was the fall calf that we took to Denver in 2022 and he attracted a lot of attention. He's stout from the ground up, and you can't fault him for his shear mass. He's really well balanced and has an unmistakable presence about him. His calves have been a set that share that same unmistakable look to them, big boned and really thick.

## **KEYS BILLYBAROO 4L TW** M990895

1/31/23/Polled/White BW: 71/ADJ WW:659

BW	WW	YW	MILK	CE	TSI	CW	REA
0.3	63	109	18	8	248	24	0.8

*Leptin:TT PMCH:AA IGF2:CC CRH:CG*

KEYS BALLYHOO 77D

**KEYS BILLYBAROO 240H**

MISS KEY GIRL 117A

CEDARDALE ZEAL 125Z

**MISS KEY EVETTA 94G ET**

GERRARD EVETTA 30A

KEYS PROGRESSIVE 170Z

MISS KEY GORGEOUS 90Z

KEYS TEN-ACIOUS 166S

MISS KEY GIRL 36P

CEDARDALE TYRANT 31T

CEDARDALE MISS 64T

KEYS WISHBONE 40Y

GERRARD EVETTA 2L

He's stout made and heavy muscled. Deep bodied & stylish. Excellent cattlemen type of bull!

## **KEYS BILLYBAROO 60L** M990910

2/23/23/Polled/White BW: 97/ADJ WW:671

BW	WW	YW	MILK	CE	TSI	CW	REA
1.4	67	120	15	10	257	20	0.88

*Leptin:TT PMCH:AA IGF2:CC CRH:CG*

KEYS BALLYHOO 77D

**KEYS BILLYBAROO 240H**

MISS KEY GIRL 117A

KEYS GET SMART 8E

**MISS KEY NORA 67G**

MISS KEY NORA 94Z

KEYS PROGRESSIVE 170Z

MISS KEY GORGEOUS 90Z

KEYS TEN-ACIOUS 166S

MISS KEY GIRL 36P

KEYS STREETSMAST 74C

MISS KEY HEATHER 66Y

KEYS FRONTLINE 106X

MISS KEY NORA 32U

We are real happy with the consistency of these Billy calves! These are performance bulls!

## **KEYS BILLYBAROO 68L** M990912

2/25/23/Polled/White BW: 92/ADJ WW:641

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.8	65	115	16	12	257	29	0.78

*Leptin:TT PMCH:AA IGF2:CT CRH:CG*

KEYS BALLYHOO 77D

**KEYS BILLYBAROO 240H**

MISS KEY GIRL 117A

WR ATTICUS 30E

**MISS KEY GORGEOUS 59G**

MISS KEY GORGEOUS 22D

KEYS PROGRESSIVE 170Z

MISS KEY GORGEOUS 90Z

KEYS TEN-ACIOUS 166S

MISS KEY GIRL 36P

KEYS ALL STATE 149X

WR MISS MERYL 26T

OW MAXIMIZER 3041 PLD

MISS KEY GORGEOUS 4B

Strong footed bull. He's correct, fluid moving & deep chested.



## KEYS BALLYHOO 120L M990108

3/5/23/Polled/White BW: 96/ADJ WW:706

BW	WW	YW	MILK	CE	TSI	CW	REA
1.4	67	122	16	8	258	28	0.76

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

KEYS PROGRESSIVE 170Z	KEYS CHARLES BRONSON 2U
<b>KEYS BALLYHOO 77D</b>	MISS KEY MEG 2T
MISS KEY GORGEOUS 90Z	SCR BRONCO 9026
	MISS KEY GORGEOUS 24U
KAYR MAINSTREET 910A	ROLLING D CLASSIC 878U
<b>MISS KEY BRANDY 210G</b>	KAYR MISS 910W
MISS KEY BRANDY 259D	KEYS BENTLEY 134B
	MISS KEY BRANDY 20Y

Ballyhoo sired cattle have always been consistent! Nice small head on this bull & smooth shouldered. Very athletic on the move.

## KEYS COUNTRY WIDE 37L M993685

2/16/23/Polled/White BW: 96/ADJ WW:680

BW	WW	YW	MILK	CE	TSI	CW	REA
2.3	72	127	18	6	263	35	1.07

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

KEYS FRONTIER 29F	KEYS JAXSON 200Y ET
<b>KEYS COUNTRY WIDE 114J</b>	MISS KEY NORA 94Z
MISS KEY LEANNE 83A	KEYS SPECIALIST 18U
	MISS KEY LEANNE 79N
KEYS WISHBONE 46B	KEYS WISHBONE 40Y
<b>MISS KEY RHIANNA 29E</b>	MISS KEY GOLD 205S
MISS KEY RHIANNA 98Y	CARDINALS LAD K605P
	MISS KEY RHIANNA 55U

## KEYS BILLYBAROO 173L M990933

3/18/23/Polled/White BW: 88/ADJ WW:794

BW	WW	YW	MILK	CE	TSI	CW	REA
0.4	77	136	26	12	274	40	1.05

**Leptin:CT PMCH:AA IGF2:CT CRH:GG**

KEYS BALLYHOO 77D	KEYS PROGRESSIVE 170Z
<b>KEYS BILLYBAROO 240H</b>	MISS KEY GORGEOUS 90Z
MISS KEY GIRL 117A	KEYS TEN-ACIOUS 166S
	MISS KEY GIRL 36P
KEYS BENTLEY 134B	KEYS JAXSON 200Y ET
<b>MISS KEY JERI 26E</b>	MISS KEY LEANNE 32W
MISS KEY JERI 95A	CJC MASTER PLAN Y795 P
	MISS KEY JERI 93W

Big powerful bull here! He's sure to bring pounds to his progeny with that added length & raw muscle.

## KEYS BALLYHOO 71L M990913

2/26/23/Polled/White BW: 92/ADJ WW:685

BW	WW	YW	MILK	CE	TSI	CW	REA
0.7	60	110	14	6	249	20	0.68

**Leptin:TT PMCH:AA IGF2:CC CRH:CG**

KEYS PROGRESSIVE 170Z	KEYS CHARLES BRONSON 2U
<b>KEYS BALLYHOO 77D</b>	MISS KEY MEG 2T
MISS KEY GORGEOUS 90Z	SCR BRONCO 9026
	MISS KEY GORGEOUS 24U
CEDARDALE ZEAL 125Z	CEDARDALE TYRANT 31T
<b>MISS KEY EVETTA 95G ET</b>	CEDARDALE MISS 64T
GERRARD EVETTA 30A	KEYS WISHBONE 40Y
	GERRARD EVETTA 2L

## KEYS COUNTRY WIDE 21L M993686

2/10/23/Polled/White BW: 93/ADJ WW:654

BW	WW	YW	MILK	CE	TSI	CW	REA
0	65	120	23	11	263	26	0.97

**Leptin:TT PMCH:AA IGF2:CC CRH:CC**

KEYS FRONTIER 29F	KEYS JAXSON 200Y ET
<b>KEYS COUNTRY WIDE 114J</b>	MISS KEY NORA 94Z
MISS KEY LEANNE 83A	KEYS SPECIALIST 18U
	MISS KEY LEANNE 79N
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD
<b>MISS KEY GORGEOUS 22D</b>	OW MISS SANDCREEK Y46
MISS KEY GORGEOUS 4B	KEYS BONUS 3Y
	MISS KEY GORGEOUS 90Z

## KEYS COUNTRY WIDE 39L M993684

2/17/23/Polled/White BW: 88/ADJ WW:617

BW	WW	YW	MILK	CE	TSI	CW	REA
0.8	71	126	18	8	264	39	1.15

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

KEYS FRONTIER 29F	KEYS JAXSON 200Y ET
<b>KEYS COUNTRY WIDE 114J</b>	MISS KEY NORA 94Z
MISS KEY LEANNE 83A	KEYS SPECIALIST 18U
	MISS KEY LEANNE 79N
KAYR MAINSTREET 910A	ROLLING D CLASSIC 878U
<b>MISS KEY MEG 7C ET</b>	KAYR MISS 910W
MISS KEY MEG 2T	KEYS CHUMLEY 8R
	MISS KEY MEG 4R

Moderate framed. Lots of spring of rib, we like how he keeps that shape through his forerib.

# 10 KEYS COUNTRY WIDE 69L M993674

2/25/23/Polled/White BW: 102/ADJ WW:691

BW	WW	YW	MILK	CE	TSI	CW	REA
2.5	77	128	20	5	264	32	1.09

**Leptin:TT PMCH:AA IGF2:CC CRH:CG**

KEYS FRONTIER 29F  
**KEYS COUNTRY WIDE 114J**  
 MISS KEY LEANNE 83A

OW MAXIMIZER 3041 PLD  
**MISS KEY MEG 172C**  
 MISS KEY MEG 147A

KEYS JAXSON 200Y ET  
 MISS KEY NORA 94Z  
 KEYS SPECIALIST 18U  
 MISS KEY LEANNE 79N  
 DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS WISHBONE 40Y  
 MISS KEY MEG 2T



Lot 12

# 11 KEYS COUNTRY WIDE 73L M993682

2/26/23/Polled/White BW: 87/ADJ WW:650

BW	WW	YW	MILK	CE	TSI	CW	REA
0.1	74	131	18	10	271	31	0.95

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

KEYS FRONTIER 29F  
**KEYS COUNTRY WIDE 114J**  
 MISS KEY LEANNE 83A

KEYS BALLYHOO 77D  
**MISS KEY DALENNA 192G**  
 MISS KEY DALENNA 58Y

KEYS JAXSON 200Y ET  
 MISS KEY NORA 94Z  
 KEYS SPECIALIST 18U  
 MISS KEY LEANNE 79N  
 KEYS PROGRESSIVE 170Z  
 MISS KEY GORGEOUS 90Z  
 KEYS SPECIALIST 18U  
 MISS KEY DALENNA 20M

# 12 KEYS NATIONWIDE 81L M993683

2/26/23/Polled/White BW: 92/ADJ WW:845

BW	WW	YW	MILK	CE	TSI	CW	REA
0.1	82	120	30	10	267	29	1.04

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

KEYS FRONTIER 29F  
**KEYS COUNTRY WIDE 114J**  
 MISS KEY LEANNE 83A

OW MAXIMIZER 3041 PLD  
**MISS KEY BRANDY 65D**  
 MISS KEY BRANDY 44T

KEYS JAXSON 200Y ET  
 MISS KEY NORA 94Z  
 KEYS SPECIALIST 18U  
 MISS KEY LEANNE 79N  
 DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS MODEL 270N  
 MISS KEY BRANDY 80K

This bull was on our radar early on. He's big bodied and has a ton of muscle mass. A shapely bull who is athletic on the move, and you can't miss his milk EPD. This guy is herd sire material!

# 13 KEYS COUNTRY WIDE 171L M993675

3/16/23/Polled/White BW: 92/ADJ WW:755

BW	WW	YW	MILK	CE	TSI	CW
1.8	73	119	26	7	255	34

**Leptin:CT PMCH:AT IGF2:CC CRH:GG**

KEYS FRONTIER 29F  
**KEYS COUNTRY WIDE 114J**  
 MISS KEY LEANNE 83A

CJC MASTER PLAN Y795 P  
**MISS KEY NINA 177B**  
 MISS KEY NINA 95U

KEYS JAXSON 200Y ET  
 MISS KEY NORA 94Z  
 KEYS SPECIALIST 18U  
 MISS KEY LEANNE 79N  
 CJC MR PRESIDENT T122  
 CJC MS HEISMAN M781  
 WCR SIR FA MAC 2244  
 MISS KEY NINA 225H

His dam, B177 has been a very consistent cow for us! Strong maternal pedigree here. This bull has a lot of genetic merit behind him, from his milk EPD to his growth numbers.



Pat Effertz - "Pa Key Ranch" on his daughter Nita's horse "Lovey" in the summer of 2021. Pat will be celebrating his 99th birthday this year!



Ref. Sire B



Lot 15

**16** KEYS CHAIRMAN 144L M990924

3/10/23/Polled/White				BW: 86/ADJ WW:724			
BW	WW	YW	MILK	CE	TSI	CW	REA
-1.6	65	127	13	13	271	21	0.74
Leptin:TT PMCH:AA IGF2:CC CRH:CG							

- |                              |                        |
|------------------------------|------------------------|
| KEYS FOREMAN 9F              | KEYS ALL STATE 149X    |
| <b>KEYS CHAIRMAN 2H</b>      | MISS KEY CHARZADA 108A |
| MISS KEY GORGEIOUS 22D       | OW MAXIMIZER 3041 PLD  |
|                              | MISS KEY GORGEIOUS 4B  |
| KEYS BALLYHOO 77D            | KEYS PROGRESSIVE 170Z  |
| <b>MISS KEY EVERMORE 23F</b> | MISS KEY GORGEIOUS 90Z |
| MISS KEY EVERMORE 181C       | KEYS MAXWELL 68Z       |
|                              | MISS KEY EVERMORE 71Y  |

Another good TSI index with this bull who weaned off as one of the heavier calves in the group.

**10** KEYS CHAIRMAN 2H M943902

2/9/20/Polled/White				BW:78/ADJ WW:797			
BW	WW	YW	MILK	CE	TSI	CW	REA
-2.5	68.3	127.6	17	13.7	272.14	25	0.85
Leptin: TT							

- |                               |                        |
|-------------------------------|------------------------|
| KEYS ALL STATE 149X           | KEYS SPECIALIST 18U    |
| <b>KEYS FOREMAN 9F</b>        | MISS KEY MEG 2T        |
| MISS KEY CHARZADA 108A        | KEYS JAXSON 200Y ET    |
|                               | MISS KEY CHARZADA 14X  |
| OW MAXIMIZER 3041 PLD         | DC-OW MAXIMIZER 385PLD |
| <b>MISS KEY GORGEIOUS 22D</b> | OW MISS SANDCREEK Y46  |
| MISS KEY GORGEIOUS 4B         | KEYS BONUS 3Y          |
|                               | MISS KEY GORGEIOUS 90Z |

Chairman is a really long bull with a lot of shape . You have to like his birthweight EPD, he's been an easy calver and sires calves with plenty of performance.

**14** KEYS CHAIRMAN 32L M990902

3/4/23/Horned/White				BW: 90/ADJ WW:689			
BW	WW	YW	MILK	CE	TSI	CW	REA
0	65	119	18	9	261	26	0.9
Leptin:TT PMCH:AA IGF2:CT CRH:GG							

- |                            |                        |
|----------------------------|------------------------|
| KEYS FOREMAN 9F            | KEYS ALL STATE 149X    |
| <b>KEYS CHAIRMAN 2H</b>    | MISS KEY CHARZADA 108A |
| MISS KEY GORGEIOUS 22D     | OW MAXIMIZER 3041 PLD  |
|                            | MISS KEY GORGEIOUS 4B  |
| KEYS SPECIALIST 18U        | KEYS TEN-ACIOUS 166S   |
| <b>MISS KEY MARISA 27Z</b> | MISS KEY KRISTEN 63K   |
| MISS KEY MARISA 131S       | KEYS MCHENRY 24M       |
|                            | MISS KEY MARISA 76L    |

**15** KEYS CHAIRMAN 118L QM202776

3/4/23/Horned/White				BW: 85/ADJ WW:714			
BW	WW	YW	MILK	CE	TSI	CW	REA
-2.9	63	109	22	15	254	17	0.79
Leptin:TT PMCH:AA IGF2:CC CRH:CG							

- |                         |                        |
|-------------------------|------------------------|
| KEYS FOREMAN 9F         | KEYS ALL STATE 149X    |
| <b>KEYS CHAIRMAN 2H</b> | MISS KEY CHARZADA 108A |
| MISS KEY GORGEIOUS 22D  | OW MAXIMIZER 3041 PLD  |
|                         | MISS KEY GORGEIOUS 4B  |
| OW MAXIMIZER 3041 PLD   | DC-OW MAXIMIZER 385PLD |
| <b>MISS KEY FAME 3D</b> | OW MISS SANDCREEK Y46  |
| MISS KEY FAME 18B       | PRO-CHAR CLYDE 79T     |
|                         | MISS KEY FAME 61U      |

Long sided & heavy muscled! His dam is one of our top cows, she's a consistent producer.

**17** KEYS CHAIRMAN 150L M990926

3/11/23/Polled/White				BW: 90/ADJ WW:713			
BW	WW	YW	MILK	CE	TSI	CW	REA
-1.1	60	109	23	12	252	22	0.82
Leptin:CT PMCH:AA IGF2:CT CRH:CG							

- |                            |                        |
|----------------------------|------------------------|
| KEYS FOREMAN 9F            | KEYS ALL STATE 149X    |
| <b>KEYS CHAIRMAN 2H</b>    | MISS KEY CHARZADA 108A |
| MISS KEY GORGEIOUS 22D     | OW MAXIMIZER 3041 PLD  |
|                            | MISS KEY GORGEIOUS 4B  |
| M6 GRID MAKER 104 PET      | WCR SIR TRADITION 066  |
| <b>MISS KEY LEANNE 50F</b> | VCR MISS MAC IV 317    |
| MISS KEY LEANNE 11Z        | CARDINALS LAD K605P    |
|                            | MISS KEY LEANNE 32W    |



# I-0 18 KEYS CHAIRMAN 148L M990925

3/11/23/Polled/White

BW: 97/ADJ WW:739

BW	WW	YW	MILK	CE	TSI	CW	REA
1	69	117	19	7	255	27	0.86

**Leptin:TT PMCH:AA IGF2:CT CRH:GG**

KEYS FOREMAN 9F  
**KEYS CHAIRMAN 2H**  
 MISS KEY GORGEOUS 22D  
  
 KEYS MCHENRY 24M  
**MISS KEY HEATHER 211C ET**  
 MISS KEY HEATHER 207R

KEYS ALL STATE 149X  
 MISS KEY CHARZADA 108A  
 OW MAXIMIZER 3041 PLD  
 MISS KEY GORGEOUS 4B  
 KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 KEYS MODEL 270N  
 MISS KEY HEATHER 205L



Lot 20



Lot 21



Lot 22

# I-0 19 KEYS POWERMAX 55L QM202864

2/22/23/Polled/White

BW: 93/ADJ WW:645

BW	WW	YW	MILK	CE	TSI	CW
0.2	74	117	24	11	255	27

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

OW MAXIMIZER 3041 PLD  
**KEYS POWERMAX 57G**  
 MISS KEY JERI 26E  
  
 KEYS WISHBONE 40Y  
**MISS KEY MEG 147A**  
 MISS KEY MEG 2T

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS BENTLEY 134B  
 MISS KEY JERI 95A  
 KEYS SPECIALIST 18U  
 MISS KEY BISKIT 108S  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

Moderate framed & well balanced. Long & extended through his front 1/3. Tracks well & athletic on the move.

# I-0 20 KEYS POWERMAX 90L M990916

2/28/23/Polled/White

BW: 90/ADJ WW:676

BW	WW	YW	MILK	CE	TSI	CW	REA
0.9	61	100	31	9	240	18	0.99

**Leptin:TT PMCH:AA IGF2:CT CRH:CG**

OW MAXIMIZER 3041 PLD  
**KEYS POWERMAX 57G**  
 MISS KEY JERI 26E  
  
 CEDARDALE ZERXES 116Z  
**MISS KEY BISKIT 60B**  
 MISS KEY BISKIT 56Z

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS BENTLEY 134B  
 MISS KEY JERI 95A  
 CEDARDALE WINCHESTER 70W  
 CEDARDALE MISS 57U  
 CARDINALS LAD K605P  
 MISS KEY BISKIT 42W

A Powermax son, out of a really nice cow.

# I-0 21 KEYS RESONATE 91L M988528

2/28/23/Polled/White

BW: 98/ADJ WW:690

BW	WW	YW	MILK	CE	TSI	CW
1.2	74	117	26	9	255	24

**Leptin:TT PMCH:AT IGF2:CC CRH:CG**

OW MAXIMIZER 3041 PLD  
**KEYS POWERMAX 57G**  
 MISS KEY JERI 26E  
  
 KEYS PROGRESSIVE 170Z  
**MISS KEY KAREL 55C**  
 MISS KEY KAREL 125X

DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KEYS BENTLEY 134B  
 MISS KEY JERI 95A  
 KEYS CHARLES BRONSON 2U  
 MISS KEY MEG 2T  
 KEYS UNO 231U  
 MISS KEY KAREL 39U

We have liked this bull since early in the summer! Stylish calf that always catches the eye. He's muscular, huge topped & has a strong maternal backing. We are retaining 1/4 interest.

# I-0 22 KEYS CHISUM 123L ET EM990919

3/5/23/Polled/White

BW: 99/ADJ WW:753

BW	WW	YW	MILK	CE	TSI	CW	REA
0.45	77	138	27	5	279	39	1.01

**Leptin:TT PMCH:AT IGF2:CC CRH:CG**

EATONS BIG BUD 10402 POLLED  
**PLEASANT DAWN CHISUM 216A**  
 PLESANT DAWN MAGGIE 316X  
  
 ANJOU PURE POWER 184Y  
**MISS KEY LEANNE 220A**  
 MISS KEY LEANNE 214S

EATONS TREASURE 8076  
 MISS GRAND HOUSE 360  
 PLEASANT DAWN MAGNUM 56T  
 PLEASANT DAWN RIO 216P  
 NAV NAPOLEON 25N  
 ANJOU ROCHELLE 528R  
 CARDINALS LAD D693  
 MISS KEY LEANNE 79N

The lone Chisum sired bull ranking in the top 8% for TSI, he's got a big performance spread. His mother A220 brings a strong maternal element to this mating.



Adam & Julia welcomed their daughter Leddi Sue Dean into the world on September 27, 2023.

## HO 23 KEYS BENAIAH 119L ET M990986

3/5/23/Polled/White BW: 95/ADJ WW:721

BW	WW	YW	MILK	CE	TSI	CW	REA
2.1	78	122	15	6	272	40	1

**Leptin:CC PMCH:AA IGF2:CC CRH:GG**

SCHURRTOP V351 E423 P  
**JMAR BENAIAH 1E66**  
 VPI CAMEO GIRL 006X

KEYS MCHENRY 24M  
**MISS KEY HEATHER 144C ET**  
 MISS KEY HEATHER 207R

SCHURRTOP 3001 V351 P  
 SCHURRTOP 7006  
 VPI FREE LUNCH 708T  
 VPI CAMEO GIRL 702T  
 KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 KEYS MODEL 270N  
 MISS KEY HEATHER 205L



Ref. Sire C

## HO C HTA NIGHT VISION 1102J QM202669

1/30/21/Polled/Red BW:/ADJ WW:

BW	WW	YW	MILK	CE	TSI	CW
-0.1	70.8	126.2	26.7	8	265.01	28.1

**Leptin: CC**

HTA ASTROID 603D  
**HTA GAME CHANGER 9141G**  
 HTA SONJA 492B

HRJ BULLETPROOF 411B  
**HTA PROSPERITY 873F**  
 HTA PROSPERITY 533C

HTA BRAVIA 855U  
 HTA BRIDGET 704T  
 C2 ZEPLIN 45Z  
 HTA SONJA 163Y  
 SPARROWS KINGSTON 139Y  
 HRJ MISS PARIS 75  
 HTA ICE 19X  
 HTA PROSPERITY 100X

We purchased Night Vision in 2022 from HTA Charolais in Rivers Manitoba, and we really believe this bull is a game changer. He's got a lot of performance behind him and we believe his calves reflect that.



Lot 24

## HO 24 KEYS NIGHT VISION 56L TW QM202782

2/22/23/Polled/Red BW: 75/ADJ WW:663

BW	WW	YW	MILK	CE	TSI	CW	REA
1.2	62	105	27	5	241	20	0.83

**Leptin:CC PMCH:AA IGF2:CC CRH:CG**

HTA GAME CHANGER 9141G  
**HTA NIGHT VISION 1102J**  
 HTA PROSPERITY 873F

PRO-CHAR RED WOLF 47C  
**MISS KEY FIRE 24G**  
 MISS KEY FIRE 18Y

HTA ASTROID 603D  
 HTA SONJA 492B  
 HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 HRJ WIDOW MAKER 12A  
 PRO-CHAR PEPITONE 32X  
 PRO-CHAR CLYDE 79T  
 MISS KEY FIRE 99U

Stylish on the profile. A nice made Night Vision son who's shapely over top and big hipped.



Lot 20

## HO 25 KEYS QUICK DRAW 59L QM202783

2/23/23/HomoPolled/Red BW: 78/ADJ WW:777

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.6	76	135	25	11	273	20	0.82

**Leptin:CC PMCH:AA IGF2:CC CRH:CG**

HTA GAME CHANGER 9141G  
**HTA NIGHT VISION 1102J**  
 HTA PROSPERITY 873F

KEYS RED REX 140E  
**MISS KEY GOLD 21H**  
 MISS KEY GOLD 126F

HTA ASTROID 603D  
 HTA SONJA 492B  
 HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 KEYS REDBONE 115B  
 MISS KEY LISA 70C  
 TRI-N BOUNTY HUNTER 507C  
 MISS KEY GOLD 25C

Excellent cattlemen type bull here! Deep ribbed, easy fleshing & strong footed. Retaining 1/4 interest.



**Lot 26**

**HTO 26 KEYS NIGHT HAWK 77L QM202784**

2/26/23/Scurred/Red BW: 82/ADJ WW:716

BW	WW	YW	MILK	CE	TSI	CW	REA
-1	68	130	24	11	271	23	0.75

**Leptin:CT PMCH:AT IGF2:CC CRH:CG**

HTA GAME CHANGER 9141G HTA ASTROID 603D  
 HTA NIGHT VISION 1102J HTA SONJA 492B  
 HTA PROSPERITY 873F HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 TRI-N CAPTAIN MORGAN 340A  
 TRI-N BOUNTY HUNTER 507C TRI-N BUFFY 63Y  
**MISS KEY MARQUEE 133F** PRO-CHAR CLYDE 79T  
 MISS KEY MARQUEE 219Y BC MISS MARQUEE 663

Dark red bull gaining over 4lbs a day. Heavy muscled, and stylish with a big performance spread. His type is what we hold in high regards here! Retaining 1/4 interest.

**HTO 27 KEYS NIGHT MAN 115L QM202785**

3/4/23/Polled/Red BW: 90/ADJ WW:709

BW	WW	YW	MILK	CE	TSI	CW	REA
0.7	67	110	26	5	246	21	0.87

**Leptin:CC PMCH:- IGF2:CC CRH:GG**

HTA GAME CHANGER 9141G HTA ASTROID 603D  
 HTA NIGHT VISION 1102J HTA SONJA 492B  
 HTA PROSPERITY 873F HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 HRJ WIDOW MAKER 12A  
 PRO-CHAR RED WOLF 47C PRO-CHAR PEPITONE 32X  
**MISS KEY WINTER 20H** PRO-CHAR CLYDE 79T  
 MISS KEY WINTER 126A MISS KEY WINTER 46W

Another reliable type of bull. Smooth made and stout from the ground up.



Congratulations to Jacob & Hannah Effertz who were married in July, 2023.  
 Welcome to the family Hannah!

**HTO 28 KEYS NIGHT VISION 147L QM202786**

3/10/23/Horned/Red BW: 87/ADJ WW:687

BW	WW	YW	MILK	CE	TSI	CW	REA
1	64	114	24	7	251	25	0.84

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

HTA GAME CHANGER 9141G HTA ASTROID 603D  
 HTA NIGHT VISION 1102J HTA SONJA 492B  
 HTA PROSPERITY 873F HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 TRI-N CAPTAIN MORGAN 340A  
 TRI-N BOUNTY HUNTER 507C TRI-N BUFFY 63Y  
**MISS KEY KATIE 117H** KEYS CROSSFIRE 8B  
 MISS KEY KATIE 175D MISS KEY KATIE 23A

**HTO 29 KEYS NIGHT VISION 180L QM202787**

3/20/23/Polled/Red BW: 91/ADJ WW:685

BW	WW	YW	MILK	CE	TSI	CW	REA
1.1	62	117	20	7	258	18	0.74

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

HTA GAME CHANGER 9141G HTA ASTROID 603D  
 HTA NIGHT VISION 1102J HTA SONJA 492B  
 HTA PROSPERITY 873F HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 TRI-N CAPTAIN MORGAN 340A  
 TRI-N BOUNTY HUNTER 507C TRI-N BUFFY 63Y  
**MISS KEY JENNA 30E** PRO-CHAR CLYDE 79T  
 MISS KEY JENNA 190Z MISS KEY JENNA 122U

**HTO 30 KEYS NIGHT VISION 202L QM202788**

3/30/23/Polled/Red BW: 90/ADJ WW:754

BW	WW	YW	MILK	CE	TSI	CW	REA
0.8	65	114	26	6	250	22	0.8

**Leptin:CT PMCH:AA IGF2:CC CRH:CC**

HTA GAME CHANGER 9141G HTA ASTROID 603D  
 HTA NIGHT VISION 1102J HTA SONJA 492B  
 HTA PROSPERITY 873F HRJ BULLETPROOF 411B  
 HTA PROSPERITY 533C  
 HRJ WIDOW MAKER 12A  
 PRO-CHAR RED WOLF 47C PRO-CHAR PEPITONE 32X  
**MISS KEY MARQUEE 108H** PRO-CHAR CLYDE 79T  
 MISS KEY MARQUEE 219Y BC MISS MARQUEE 663

Really well balanced, stylish bull. Stands on a large circumference of bone. Heavy muscled who's correct in his skull shape.



**Lot 30**



## **HO D** LVB CAMPARI 0027 QM201937

2/4/22/Polled/Red		BW:92/ADJ WW:820					
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-1.2	67	119	22	15	258	20	0.68

**Leptin: CT**

KEYS RUSTON 51F	TRI-N CAPTAIN MORGAN 340A
MISS KEY KATIE 112C	TRI-N BUFFY 63Y
	OW MAXIMIZER 3041 PLD
	MISS KEY KATIE 23A
	HOPEWELL WILLIS 806U
LVB CODE RED 0094	LVB MISS PLDPROGRESSL415
<b>LVB MISS CODE RED 5090</b>	SVS NOBLEMAN 25N
LVB MISS NOBLEMAN 9015	HILLVIEW EXCLUSIVE 539R

In the top 10% for CE and in the top 6% for Maternal Calving ease. The birth-weights here with this bull were very consistent, but you can't miss the performance that his calves have. He throws dark red calves that are quiet and have really good feet.

## **HO 31** KEYS CAMPARI 23L QM202791

2/10/23/Polled/Red		BW: 90/ADJ WW:650					
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-0.2	67	127	19	13	268	20	0.74

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

KEYS RUSTON 51F	TRI-N BOUNTY HUNTER 507C
<b>LVB CAMPARI 0027</b>	MISS KEY KATIE 112C
LVB MISS CODE RED 5090	LVB CODE RED 0094
	LVB MISS NOBLEMAN 9015
	TRI-N CAPTAIN MORGAN 340A
TRI-N BOUNTY HUNTER 507C	TRI-N BUFFY 63Y
<b>MISS KEY ANNA 77F</b>	PRO-CHAR CLYDE 79T
MISS KEY ANNA 146Y	MISS KEY ANNA 280T

Big performance spread on this bull & a big YW EPD!

## **HO 32** KEYS CAMPARI 72L QM202793

2/26/23/Polled/White		BW: 87/ADJ WW:664					
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-1.5	65	112	17	14	253	19	0.7

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

KEYS RUSTON 51F	TRI-N BOUNTY HUNTER 507C
<b>LVB CAMPARI 0027</b>	MISS KEY KATIE 112C
LVB MISS CODE RED 5090	LVB CODE RED 0094
	LVB MISS NOBLEMAN 9015
	TRI-N CAPTAIN MORGAN 340A
TRI-N BOUNTY HUNTER 507C	TRI-N BUFFY 63Y
<b>MISS KEY COOKIE 85E</b>	JWK TOMAHAWK 505X
MISS KEY COOKIE 135Z	MISS KEY COOKIE 12X

## **HO 33** KEYS CAMPARI 88L QM202794

2/28/23/Polled/Red		BW: 84/ADJ WW:646					
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-0.8	61	112	19	14	252	17	0.69

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

KEYS RUSTON 51F	TRI-N BOUNTY HUNTER 507C
<b>LVB CAMPARI 0027</b>	MISS KEY KATIE 112C
LVB MISS CODE RED 5090	LVB CODE RED 0094
	LVB MISS NOBLEMAN 9015
	TRI-N CAPTAIN MORGAN 340A
TRI-N BOUNTY HUNTER 507C	TRI-N BUFFY 63Y
<b>MISS KEY FIRE 42F</b>	PRO-CHAR CLYDE 79T
MISS KEY FIRE 18Y	MISS KEY FIRE 99U

# IO 34 KEYS CAMPARI 92L QM202795

2/28/23/Polled/Red BW: 87/ADJ WW:645

BW	WW	YW	MILK	CE	TSI	CW	REA
0.2	57	97	18	12	235	15	0.67

**Leptin:CC PMCH:AA IGF2:CC CRH:GG**

- |  |   |
|--|---|
| KEYS RUSTON 51F<br><b>LVB CAMPARI 0027</b><br>LVB MISS CODE RED 5090     | TRI-N BOUNTY HUNTER 507C<br>MISS KEY KATIE 112C<br>LVB CODE RED 0094<br>LVB MISS NOBLEMAN 9015<br>WRANGLER HEADLINER 28N<br>STER STAR'S HONOR 4L<br>MGM MERLOT<br>MISS KEY COOKIE 74S |
| PRO-CHAR CLYDE 79T<br><b>MISS KEY COOKIE 146Z</b><br>MISS KEY COOKIE 38U |   |



**Lot 36**



**Lot 38**

# IO 35 KEYS CAMPARI 99L QM202796

3/2/23/Polled/Red BW: 88/ADJ WW:627

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.8	57	103	18	13	244	13	0.57

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

- |  |   |
|--|---|
| KEYS RUSTON 51F<br><b>LVB CAMPARI 0027</b><br>LVB MISS CODE RED 5090       | TRI-N BOUNTY HUNTER 507C<br>MISS KEY KATIE 112C<br>LVB CODE RED 0094<br>LVB MISS NOBLEMAN 9015<br>JWK TOMAHAWK 505X<br>MISS KEY JENNA 173Y<br>PRO-CHAR CLYDE 79T<br>BC MISS MARQUEE 663 |
| KEYS REDBONE 115B<br><b>MISS KEY MARQUEE 178G</b><br>MISS KEY MARQUEE 219Y |   |

# IO 36 KEYS CAMPARI 107L QM202797

3/3/23/Polled/Tan BW: 92/ADJ WW:645

BW	WW	YW	MILK	CE	TSI	CW	REA
0.4	59	98	16	11	238	13	0.66

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

- |  |   |
|--|---|
| KEYS RUSTON 51F<br><b>LVB CAMPARI 0027</b><br>LVB MISS CODE RED 5090 | TRI-N BOUNTY HUNTER 507C<br>MISS KEY KATIE 112C<br>LVB CODE RED 0094<br>LVB MISS NOBLEMAN 9015<br>WRANGLER HEADLINER 28N<br>STER STAR'S HONOR 4L<br>KEYS UNO 1S<br>MISS KEY FAME 191S |
| PRO-CHAR CLYDE 79T<br><b>MISS KEY FAME 18B</b><br>MISS KEY FAME 61U  |   |

We've made it a priority to keep the best of the best if we are keeping a tan, and that's this bull. He's soggy sided, big topped & powerfully made.

# IO 37 KEYS LAREDO 28L PENDING

2/11/23/Polled/Red BW: 96/ADJ WW:

BW	WW	YW	MILK	CE	TSI	CW	REA
----	----	----	------	----	-----	----	-----

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

- |  |  |
|--|--|
| MOORE'S LARIAT 136L<br><b>SDC LAREDO 17N</b><br>SDC MISS RACHEL 4J           | MVX COUGARHILL HANK 720G<br>MOORMAID FOCUS 857H<br>HILLVIEW BONANZA 41G<br>SDC MISS GRACE 41G<br>TRI-N CAPTAIN MORGAN 340A<br>TRI-N BUFFY 63Y<br>PRO-CHAR CLYDE 79T<br>MISS KEY JENNA 122U |
| TRI-N BOUNTY HUNTER 507C<br><b>MISS KEY JENNA 15F</b><br>MISS KEY JENNA 190Z |  |

These Laredo sired sons are long sided and heavy muscled. Their registrations are pending, but don't let that take away from their phenotypic merit. If you want to add pounds, these bulls have that potential.

# IO 38 KEYS LAREDO 178L PENDING

3/10/23/Polled/Red BW: 94/ADJ WW:

BW	WW	YW	MILK	CE	TSI	CW	REA
----	----	----	------	----	-----	----	-----

**Leptin:CC PMCH:AA IGF2:CC CRH:GG**

- |   |   |
|---|---|
| MOORE'S LARIAT 136L<br><b>SDC LAREDO 17N</b><br>SDC MISS RACHEL 4J    | MVX COUGARHILL HANK 720G<br>MOORMAID FOCUS 857H<br>HILLVIEW BONANZA 41G<br>SDC MISS GRACE 41G<br>LVB CODE RED 0094<br>MISS KEY COOKIE 146Z<br>RED MAN 1021<br>MISS KEY KATIE 2X |
| KEYS CROSSFIRE 8B<br><b>MISS KEY KATIE 175D</b><br>MISS KEY KATIE 23A |   |

This calf was one that came to the top of the pen early this summer. He's big over his top. Very correct, fluid and deep chested. He's maternally backed, strong pedigree here! Retaining 1/4 interest.

## 10 39 KEYS LAREDO 192L PENDING

3/23/23/Polled/Red BW: 90/ADJ WW:  
**BW WW YW MILK CE TSI CW REA**

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

MOORE'S LARIAT 136L	MVX COUGARHILL HANK 720G
<b>SDC LAREDO 17N</b>	MOORMAID FOCUS 857H
SDC MISS RACHEL 4J	HILLVIEW BONANZA 41G
	SDC MISS GRACE 41G
	TRI-N CAPTAIN MORGAN 340A
TRI-N BOUNTY HUNTER 507C	TRI-N BUFFY 63Y
<b>MISS KEY GOLD 126F</b>	LVB CODE RED 0094
MISS KEY GOLD 25C	MISS KEY GOLD 88X

Young dark red bull that's strong footed. Nice smooth head. He's very expressive in his rear 1/3.

## 10 41 KEYS RANGER 154L QM202790

3/11/23/Polled/Red BW: 86/ADJ WW:722  
**BW WW YW MILK CE TSI CW**  
 0.5 59 102 16 8

**Leptin:CC PMCH:AA IGF2:CC CRH:CC**

MAIN STENBERG RANGER 3A	MAIN BLACKBERRY 4W
<b>JBSR RANGER 152</b>	HOPEWELL CISCO 826U
JBSR MAYBELIEN 52C	MAIN STENBERG RANGER 3A
	PRO-CHAR MAYBELIEN 28W
	PRO-CHAR YELLOW JACKET 6C
JACK FOUNDATION 7F	BREMNER'S BRITTANY 348Y
<b>TRI-N MONTE PYTHON 10J</b>	BEAVER CREEK COUNTRY 261A
TRI-N MONTE PYTHON 678D	TRI-N MONTE PYTHON 906B



## 10 40 KEYS REDBONE 16L QM202781

2/8/23/Polled/Red BW: 90/ADJ WW:736  
**BW WW YW MILK CE TSI CW REA**  
 -0.5 60 100 20 11 236 14 0.71

**Leptin:TT PMCH:AT IGF2:CC CRH:GG**

KEYS REDBONE 115B	JWK TOMAHAWK 505X
<b>KEYS REDBONE 134G</b>	MISS KEY JENNA 173Y
MISS KEY HANNA 121D	KEYS CROSSFIRE 8B
	MISS KEY HANNA 166Z
	KEYS RED REX 140E
KEYS RED REX 9G	MISS KEY WINTER 99E
<b>MISS KEY KATIE 57J</b>	OW MAXIMIZER 3041 PLD
MISS KEY KATIE 112C	MISS KEY KATIE 23A

## 10 42 KEYS PAYDAY 191L PENDING

3/23/23/Polled/Red BW: 93/ADJ WW:  
**BW WW YW MILK CE TSI CW REA**

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

SDC PROGRESS 16M	MSW Y2K
<b>TRI-N-PAYDAY 419P</b>	SDC MISS GYPSY 40J
TRI-N GREAT ASTROID 49G	MCCORR MONTE CARLO 24E
	BORDER CORNER ASTRA 1X
	TRI-N CAPTAIN MORGAN 340A
TRI-N BOUNTY HUNTER 507C	TRI-N BUFFY 63Y
<b>MISS KEY CHARZADA 90E</b>	RED MAN 1021
MISS KEY CHARZADA 60A	MISS KEY CHARZADA 228X

## 10 E SCR SIR LEDGER 9411P M937103

5/27/19/Polled/White BW:99/ADJ WW:803  
**BW WW YW MILK CE TSI CW REA**  
 2.8 77.2 163.8 15.2 1.5 306.28 40 0.77

**Leptin: TT**

LT LEDGER 0332 P	LT BLUEGRASS 4017 P
<b>LT JJ LEDGER 4606 P</b>	LT BRENDA 6120 PLD
LT MOLLY 1117 PLD	WINN MANS LANZA 610S
	LT MOLLY 8011 PLD
	KEYS TENACIOUS 111U
SCR SIR TENACIOUS 1308	CJ MISS IMPRESSIVE J382
<b>SCR MISS TENACIOUS 4050P</b>	LT SILVER VALUE 2122 P
SCR MISS VALUE 4084	SCR MISS GENERAL 5019

Here's a herd bull that has produced some really clean fronted and stylish profiling cattle. His calves have proved to be high performing. He's the type of bull that can produce great females and really notable bulls.

## 10 43 KEYS SIR LEDGER 132L M990921

3/8/23/Polled/White BW: 86/ADJ WW:707  
**BW WW YW MILK CE TSI CW**  
 0 59 114 14 8 258 24

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

LT JJ LEDGER 4606 P	LT LEDGER 0332 P
<b>SCR SIR LEDGER 9411P</b>	LT MOLLY 1117 PLD
SCR MISS TENACIOUS 4050P	SCR SIR TENACIOUS 1308
	SCR MISS VALUE 4084
	ABRAHAM
MGM ABRAHAM ACOSTA 933	MGM SYLVIA MCATEE
<b>MISS KEY MANDI 159F</b>	KEYS BONUS 3Y
MISS KEY MANDI 53B	MISS KEY MANDI 63Z

Our 9411 sons have been consistent in their type. Soft and soggy made but when you get behind them you have to like how stout they are.



**Lot 44**

**45 KEYS SIR LEDGER 170L M990932**

3/16/23/Polled/White BW: 89/ADJ WW:652

BW	WW	YW	MILK	CE	TSI	CW
1.8	67	132	15	3	273	34

*Leptin:CT PMCH:AA IGF2:CC CRH:CG*

- |  |  |
|--|--|
| LT JJ LEDGER 4606 P<br><b>SCR SIR LEDGER 9411P</b><br>SCR MISS TENACIOUS 4050P | LT LEDGER 0332 P<br>LT MOLLY 1117 PLD<br>SCR SIR TENACIOUS 1308<br>SCR MISS VALUE 4084<br>CEDARDALE ZEAL 125Z<br>MISS KEY MEG 172C<br>KEYS TEN-ACIOUS 166S<br>MISS KEY FIRE 291S |
| KEYS ONE N ONLY 1E<br><b>MISS KEY FIRE 16G</b><br>MISS KEY FIRE 100A           |  |

**44 KEYS SIR LEDGER 155L M990928**

3/13/23/Polled/White BW: 90/ADJ WW:797

BW	WW	YW	MILK	CE	TSI	CW	REA
0.7	75	138	25	7	278	30	0.85

*Leptin:CT PMCH:AA IGF2:CC CRH:GG*

- |  |   |
|--|---|
| LT JJ LEDGER 4606 P<br><b>SCR SIR LEDGER 9411P</b><br>SCR MISS TENACIOUS 4050P | LT LEDGER 0332 P<br>LT MOLLY 1117 PLD<br>SCR SIR TENACIOUS 1308<br>SCR MISS VALUE 4084<br>DC-OW MAXIMIZER 385PLD<br>OW MISS SANDCREEK Y46<br>KEYS JAXSON 200Y ET<br>MISS KEY KAREL 125X |
| OW MAXIMIZER 3041 PLD<br><b>MISS KEY KAREL 1G</b><br>MISS KEY KAREL 13E        |   |

Big bodied, stout as they come and really athletic on the move. A nice stylish profiling bull who brings a lot of muscle to the table.

**46 KEYS SIR LEDGER 176L M990934**

3/18/23/Polled/White BW: 90/ADJ WW:720

BW	WW	YW	MILK	CE	TSI	CW	REA
0.2	71	139	12	8	281	31	0.8

*Leptin:CT PMCH:AA IGF2:CC CRH:GG*

- |   |  |
|---|--|
| LT JJ LEDGER 4606 P<br><b>SCR SIR LEDGER 9411P</b><br>SCR MISS TENACIOUS 4050P  | LT LEDGER 0332 P<br>LT MOLLY 1117 PLD<br>SCR SIR TENACIOUS 1308<br>SCR MISS VALUE 4084<br>KEYS CHARLES BRONSON 2U<br>MISS KEY MEG 2T<br>KEYS PIRATE 183P<br>MISS KEY VIRGINIA 270M |
| KEYS PROGRESSIVE 170Z<br><b>MISS KEY VIRGINIA 37E</b><br>MISS KEY VIRGINIA 149T |  |



**47 KEYS SIR LEDGER 177L M990935**

3/18/23/Polled/White BW: 93/ADJ WW:793

BW	WW	YW	MILK	CE	TSI	CW	REA
1.7	76	141	23	6	280	30	0.88

*Leptin:CT PMCH:AA IGF2:CT CRH:CG*

- |  |   |
|--|---|
| LT JJ LEDGER 4606 P<br><b>SCR SIR LEDGER 9411P</b><br>SCR MISS TENACIOUS 4050P | LT LEDGER 0332 P<br>LT MOLLY 1117 PLD<br>SCR SIR TENACIOUS 1308<br>SCR MISS VALUE 4084<br>DC-OW MAXIMIZER 385PLD<br>OW MISS SANDCREEK Y46<br>KEYS PROGRESSIVE 170Z<br>MISS KEY HANNAH 20B |
| OW MAXIMIZER 3041 PLD<br><b>MISS KEY HANNA 66G</b><br>MISS KEY HANNAH 95E      |   |



**Lot 48**

**48 KEYS SIR LEDGER 182L M990936**

3/21/23/Polled/White BW: 92/ADJ WW:759

BW	WW	YW	MILK	CE	TSI	CW	REA
2.2	72	142	17	4	281	33	0.82

*Leptin:CT PMCH:AA IGF2:CC CRH:CC*

- |  |   |
|--|---|
| LT JJ LEDGER 4606 P<br><b>SCR SIR LEDGER 9411P</b><br>SCR MISS TENACIOUS 4050P | LT LEDGER 0332 P<br>LT MOLLY 1117 PLD<br>SCR SIR TENACIOUS 1308<br>SCR MISS VALUE 4084<br>ROLLING D CLASSIC 878U<br>KAYR MISS 910W<br>KEYS SPECIALIST 18U<br>MISS KEY GOLD 474K |
| KAYR MAINSTREET 910A<br><b>MISS KEY GOLD 80C</b><br>MISS KEY GOLD 93Z          |   |



**37J's Sire OW Maximizer**

**IO F KEYS MAXIMIZER 37J M957511**

2/15/21/Polled/White				BW:88/ADJ WW:802			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-0.2	62.7	109.1	30.6	16.5	253.04	15.5	0.78

<b>Leptin: TT</b>							
DC-OW MAXIMIZER 385PLD	FC MAGIC WIND 0105 P						
<b>OW MAXIMIZER 3041 PLD</b>	DC MISS JOSEY 0215 PLD						
OW MISS SANDCREEK Y46	MC-OW SANDCREEK 375						
CARDINALS LAD 6183P	OW MISS DESIGN W78 PLD						
<b>MISS KEY GORGEOUS 2G</b>	CARDINALS HONDO 078 P						
MISS KEY GORGEOUS 25E	CARDINALS LADY 3137P						
	KEYS COWBOY 15C						
	MISS KEY GORGEOUS 4B						

37J was one we picked out of the pen early on as herd bull material. Standing on a large circumference of bone, this bull has a ton of muscle. He has a big milk number, and is good on calving ease. We were happy with his calves consistency on birthweight & performance.

**IO 49 KEYS MAXIMIZER 31L M990901**

2/14/23/Polled/White				BW: 88/ADJ WW:648			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
-0.3	61	110	25	14	253	19	0.88

<b>Leptin:CT PMCH:AA IGF2:CC CRH:CG</b>							
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD						
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46						
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P						
KEYS JAXSON 200Y ET	MISS KEY GORGEOUS 25E						
<b>MISS KEY NORA 194G ET</b>	SCR BRONCO 9026						
MISS KEY NORA 94Z	MISS KEY DENISE 355M						
	KEYS FRONTLINE 106X						
	MISS KEY NORA 32U						

This is our first offering of 37J sons, and we like the added pounds they bring to the table. The bull himself is really thick and stout made - we look forward to the feedback on these sons.

**IO 51 KEYS MAXIMIZER 50L M990906**

2/21/23/Polled/White				BW: 94/ADJ WW:661			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	
2	62	106	22	6	245	19	

<b>Leptin:TT PMCH:AT IGF2:CT CRH:CG</b>							
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD						
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46						
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P						
KEYS ALL STATE 149X	MISS KEY GORGEOUS 25E						
<b>MISS KEY LIPPI 36C</b>	KEYS SPECIALIST 18U						
MISS KEY LIPPI 99X	MISS KEY MEG 2T						
	KEYS UNO 231U						
	MISS KEY LIPPI 65U						



**IO 50 KEYS MAXIMIZER 48L M990905**

2/20/23/Polled/White				BW: 97/ADJ WW:709			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
0.4	67	105	31	13	243	19	0.81

<b>Leptin:TT PMCH:AT IGF2:CT CRH:CC</b>							
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD						
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46						
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P						
KEYS COWBOY 15C	MISS KEY GORGEOUS 25E						
<b>MISS KEY EQUALIZER 171G</b>	OW MAXIMIZER 3041 PLD						
BC MISS EQUALIZER 605	MISS KEY DEE 107A						
	HBR EQUALIZER 940 P ET						
	BC MISS GODFATHER 413						

**IO 53 KEYS MAXIMIZER 61L M990911**

2/23/23/Polled/White				BW: 90/ADJ WW:572			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	<b>REA</b>
0.4	53	98	19	13	241	17	0.69

<b>Leptin:TT PMCH:AA IGF2:CT CRH:CC</b>							
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD						
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46						
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P						
KEYS BALLYHOO 77D	MISS KEY GORGEOUS 25E						
<b>MISS KEY RHIANNA 3F</b>	KEYS PROGRESSIVE 170Z						
MISS KEY RHIANNA 120A	MISS KEY GORGEOUS 90Z						
	CJC MASTER PLAN Y795 P						
	MISS KEY RHIANNA 55U						

Smooth shouldered & well balanced. He moves really well! One of the bigger gaining bulls.

**IO 54 KEYS MAXIMIZER 95L**

2/28/23/Polled/White				BW: 85/ADJ WW:655			
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CE</b>	<b>TSI</b>	<b>CW</b>	
-1.6	59	98	29	16	240	16	

<b>Leptin:TT PMCH:AA IGF2:CT CRH:CC</b>							
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD						
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46						
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P						
OW MAXIMIZER 3041 PLD	MISS KEY GORGEOUS 25E						
<b>MISS KEY WHITLEY 5F</b>	DC-OW MAXIMIZER 385PLD						
MISS KEY WHITLEY 188D	OW MISS SANDCREEK Y46						
	KAYR MAINSTREET 910A						
	MISS KEY WHITLEY 4W						

F5 has mothered head turning bulls over the years! He's got a good BW EPD and high CE. This bull has that maternal genetic backing!





## **55** KEYS MAXIMIZER 112L M990103

3/3/23/Polled/White BW: 92/ADJ WW:696

BW	WW	YW	MILK	CE	TSI	CW	REA
0.9	68	110	28	12	248	21	0.85

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD
<b>KEYS MAXIMIZER 37J</b>	OW MISS SANDCREEK Y46
MISS KEY GORGEOUS 2G	CARDINALS LAD 6183P
	MISS KEY GORGEOUS 25E
KAYR MAINSTREET 910A	ROLLING D CLASSIC 878U
<b>MISS KEY TOREE 275D</b>	KAYR MISS 910W
MISS KEY TOREE 93X	KEYS UNO 231U
	MISS KEY TOREE 193U

Has an actual YW of 1208. A smooth made bull who's easy fleshing.



## **56** KEYS MESCALITO 51L M990907

2/21/23/Polled/White BW: 90/ADJ WW:694

BW	WW	YW	MILK	CE	TSI	CW	REA
0.3	71	116	19	7	253	27	0.82

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

CCC MESCALITO 9038 P	WC MILESTONE 5223 P
<b>SCR MESCALITO 1131</b>	WC CCC SWEETHEART 6166 P ET
SCR MISS TRIUMPH 2107	SCR TUFFY 0119
	SCR MISS KING MICKY 7070
KEYS FOREMAN 9F	KEYS ALL STATE 149X
<b>MISS KEY LEANNE 6H</b>	MISS KEY CHARZADA 108A
MISS KEY LEANNE 92Z	CARDINALS LAD K605P
	MISS KEY LEANNE 41W

## **57** KEYS MESCALITO 52L M990908

2/21/23/Polled/White BW: 92/ADJ WW:761

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.3	73	116	26	9	253	20	0.78

**Leptin:TT PMCH:AA IGF2:CC CRH:CG**

CCC MESCALITO 9038 P	WC MILESTONE 5223 P
<b>SCR MESCALITO 1131</b>	WC CCC SWEETHEART 6166 P ET
SCR MISS TRIUMPH 2107	SCR TUFFY 0119
	SCR MISS KING MICKY 7070
OW MAXIMIZER 3041 PLD	DC-OW MAXIMIZER 385PLD
<b>MISS KEY FAME 34H</b>	OW MISS SANDCREEK Y46
MISS KEY FAME 1F	KEYS BALLYHOO 77D
	MISS KEY FAME 24B

## **58** KEYS MESCALITO 75L M990914

2/26/23/Polled/White BW: 82/ADJ WW:693

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.7	72	123	25	10	264	32	1

**Leptin:TT PMCH:AT IGF2:CC CRH:CG**

CCC MESCALITO 9038 P	WC MILESTONE 5223 P
<b>SCR MESCALITO 1131</b>	WC CCC SWEETHEART 6166 P ET
SCR MISS TRIUMPH 2107	SCR TUFFY 0119
	SCR MISS KING MICKY 7070
KEYS FRONTIER 29F	KEYS JAXSON 200Y ET
<b>MISS KEY LEANNE 44H</b>	MISS KEY NORA 94Z
MISS KEY LEANNE 220A	ANJOU PURE POWER 184Y
	MISS KEY LEANNE 214S

## **60** KEYS MESCALITO 160L M990931

3/14/23/Polled/White BW: 90/ADJ WW:721

BW	WW	YW	MILK	CE	TSI	CW	REA
0.4	67	115	29	8	253	25	0.73

**Leptin:TT PMCH:AA IGF2:CC CRH:CG**

CCC MESCALITO 9038 P	WC MILESTONE 5223 P
<b>SCR MESCALITO 1131</b>	WC CCC SWEETHEART 6166 P ET
SCR MISS TRIUMPH 2107	SCR TUFFY 0119
	SCR MISS KING MICKY 7070
KEYS BALLYHOO 77D	KEYS PROGRESSIVE 170Z
<b>MISS KEY NORA 37H</b>	MISS KEY GORGEOUS 90Z
MISS KEY NORA 88C	KAYR MAINSTREET 910A
	MISS KEY NORA 94Z

## **61** KEYS LOW N BEHOLD 190L M988894

3/23/23/Polled/White BW: 85/ADJ WW:737

BW	WW	YW	MILK	CE	TSI	CW	REA
0.1	58	100	27	8	240	24	0.8

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

CCC MESCALITO 9038 P	WC MILESTONE 5223 P
<b>SCR MESCALITO 1131</b>	WC CCC SWEETHEART 6166 P ET
SCR MISS TRIUMPH 2107	SCR TUFFY 0119
	SCR MISS KING MICKY 7070
KAYR MAINSTREET 910A	ROLLING D CLASSIC 878U
<b>MISS KEY LACE 46H</b>	KAYR MISS 910W
MISS KEY LACE 30A	KEYS JAXSON 200Y ET
	MISS KEY LACE 42L

Thick made bull, who's very shapely. He's long sided - Here's a pound making bull here.



**Lot 62**

**62 KEYS MAXIMIZER 22L** M990899

2/10/23/Polled/White BW: 85/ADJ WW:717

BW	WW	YW	MILK	CE	TSI	CW	REA
-1.4	65	109	32	11	251	20	0.81

**Leptin:TT PMCH:AT IGF2:CT CRH:CG**

DC-OW MAXIMIZER 385PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46  
 LT PATRIOT 4004 PLD  
**MISS KEY LEANNE 91J ET**  
 MISS KEY LEANNE 220A

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD  
 LT LEDGER 0332 P  
 LK MISS RIO 2119  
 ANJOU PURE POWER 184Y  
 MISS KEY LEANNE 2145

**63 KEYS MAXIMIZER 44L** M990904

2/17/23/Polled/White BW: 85/ADJ WW:662

BW	WW	YW	MILK	CE	TSI	CW
-0.7	64	116	26	12	258	17

**Leptin:CT PMCH:AA IGF2:CC CRH:CG**

DC-OW MAXIMIZER 385PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46  
 SCR AFFINITY 9104  
**MISS KEY DENISE 9J**  
 MISS KEY DENISE 49F

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD  
 LT AFFINITY 6221 PLD  
 SCR MISS BUCKAROO 7015  
 KEYS TEN-ACIOUS 1665  
 MISS KEY DENISE 196Y ET

Love his balanced & stylish look! A soggy & easy doing calf who is a true ranch bull.



**Lot 69**

**64 KEYS RIPTIDE 6L** M990896

2/1/23/Polled/White BW: 77/ADJ WW:766

BW	WW	YW	MILK	CE	TSI	CW	REA
-2.4	67	123	35	16	265	24	0.9

**Leptin:CT PMCH:AA IGF2:CT CRH:GG**

LT TIOGA 4090 PLD  
**SCC RIPTIDE 19H PLD**  
 SCC NET RETURN 18F PLD  
 OW MAXIMIZER 3041 PLD  
**MISS KEY LACE 5J**  
 MISS KEY LACE 162G

BHC TOP PRO 7025 P  
 LT BRENDA 8034 PLD  
 WC NET RETURN 5221 P  
 SCC SUPERMAN 150B PLD  
 DC-OW MAXIMIZER 385PLD  
 OW MISS SANDCREEK Y46  
 KAYR MAINSTREET 910A  
 MISS KEY LACE 132A

Second heaviest weaning bull with an actual weaning weight of 792, and out of a first calf heifer to boot!

**65 KEYS RIPTIDE 11L** QM202777

2/4/23/Polled/White BW: 74/ADJ WW:678

BW	WW	YW	MILK	CE	TSI	CW	REA
-3	63	114	27	17	258	26	0.95

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

LT TIOGA 4090 PLD  
**SCC RIPTIDE 19H PLD**  
 SCC NET RETURN 18F PLD  
 KEYS FRONTIER 29F  
**MISS KEY FAME 14J**  
 MISS KEY FAME 3D

BHC TOP PRO 7025 P  
 LT BRENDA 8034 PLD  
 WC NET RETURN 5221 P  
 SCC SUPERMAN 150B PLD  
 KEYS JAXSON 200Y ET  
 MISS KEY NORA 94Z  
 OW MAXIMIZER 3041 PLD  
 MISS KEY FAME 18B

**67 KEYS TRIUMPH 108L** M990893

3/3/23/Polled/White BW: 94/ADJ WW:509

BW	WW	YW	MILK	CE	TSI	CW	REA
2.6	63	123	8	3	260	33	0.9

**Leptin:TT PMCH:AT IGF2:CT CRH:CG**

SCR TRIUMPH 2135  
**SCX TRIUMPH 50B**  
 SCX MISS HILO 128W  
 KEYS BALLYHOO 77D  
**MISS KEY LEANNE 117G ET**  
 MISS KEY LEANNE 91B

SCR TUFFY 0119  
 SCR MS BABY DOLL 7140  
 SCX HILARIO 49T  
 SCX MISS GEN 72P  
 KEYS PROGRESSIVE 170Z  
 MISS KEY GORGEOUS 90Z  
 KEYS JAXSON 200Y ET  
 MISS KEY LEANNE 110Y ET

Lone 50B son in the sale who has a big performance spread. Out of a young Ballyhoo daughter we really like!

**68 KEYS COPY THAT 110L** M990102

3/2/23/Polled/White BW: 92/ADJ WW:588

BW	WW	YW	MILK	CE	TSI	CW	REA
1.2	56	115	17	7	256	26	0.88

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

TR CAG CARBON COPY 7630E ET  
**KAYR COPY THAT 26J**  
 KAYR COVERGIRL 26Y  
 KEYS JAXSON 200Y ET  
**MISS KEY CHARZADA 108A**  
 MISS KEY CHARZADA 14X

RBM TR RHINESTONE Z38  
 M&M MS CARBINE 1567 PLD  
 ROLLING D CLASSIC 878U  
 JWX SASKATOON 3205  
 SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 VC BACK TO THE FUTURE  
 MISS KEY CHARZADA 101U



Lot 69

**HO 69 KEYS COPY THAT 114L M990104**

3/4/23/Polled/White BW: 90/ADJ WW:691

BW	WW	YW	MILK	CE	TSI	CW	REA
1.3	74	127	16	5	262	27	0.86

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

TR CAG CARBON COPY 7630E ET  
**KAYR COPY THAT 26J**  
 KAYR COVERGIRL 26Y

KEYS ONE N ONLY 1E  
**MISS KEY LEANNE 14G**  
 MISS KEY LEANNE 110Y ET

RBM TR RHINESTONE Z38  
 M&M MS CARBINE 1567 PLD  
 ROLLING D CLASSIC 878U  
 JWXSASKATOON 3205  
 CEDARDALE ZEAL 125Z  
 MISS KEY MEG 172C  
 KEYS TEN-ACIOUS 166S  
 MISS KEY LEANNE 214S



**HO 70 KEYS COPY THAT 138L M990922**

3/9/23/Polled/White BW: 82/ADJ WW:683

BW	WW	YW	MILK	CE	TSI	CW	REA
-0.8	68	122	14	10	259	27	0.82

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

TR CAG CARBON COPY 7630E ET  
**KAYR COPY THAT 26J**  
 KAYR COVERGIRL 26Y

KEYS GET SMART 8E  
**MISS KEY KAREL 123G**  
 MISS KEY KAREL 55C

RBM TR RHINESTONE Z38  
 M&M MS CARBINE 1567 PLD  
 ROLLING D CLASSIC 878U  
 JWXSASKATOON 3205  
 KEYS STREETSMART 74C  
 MISS KEY HEATHER 66Y  
 KEYS PROGRESSIVE 170Z  
 MISS KEY KAREL 125X

Stands on a large circumference of bone, he's strong footed. We like the way he carries that thickness down into his twist.



Lot 71

**HO 71 KEYS COPY THAT 159L M990930**

3/14/23/Polled/White BW: 87/ADJ WW:787

BW	WW	YW	MILK	CE	TSI	CW	REA
0.4	84	144	21	9	277	23	0.68

**Leptin:TT PMCH:AA IGF2:CC CRH:GG**

TR CAG CARBON COPY 7630E ET  
**KAYR COPY THAT 26J**  
 KAYR COVERGIRL 26Y

KEYS MAXIMIZER 137D  
**MISS KEY DENISE 142H**  
 MISS KEY DENISE 125F

RBM TR RHINESTONE Z38  
 M&M MS CARBINE 1567 PLD  
 ROLLING D CLASSIC 878U  
 JWXSASKATOON 3205  
 OW MAXIMIZER 3041 PLD  
 MISS KEY NINA 177B  
 KEYS BALLYHOO 77D  
 MISS KEY DENISE 56C

159L is really nice on the profile, really well balanced. Big growth numbers with an ability to gain.



Lot 72

**HO 72 KEYS ATTICUS 142L M990923**

3/10/23/Polled/White BW: 77/ADJ WW:742

BW	WW	YW	MILK	CE	TSI	CW
-1.7	66	126	17	13	269	21

**Leptin:TT PMCH:AA IGF2:CC CRH:CG**

WR ATTICUS 30E  
**KEYS ATTICUS 222G**  
 MISS KEY JENNA 215D

SCR AFFINITY 9104  
**MISS KEY DENISE 119J**  
 MISS KEY DENISE 125F

KEYS ALL STATE 149X  
 WR MISS MERYL 26T  
 KAYR MAINSTREET 910A  
 MISS KEY JENNA 121S  
 LT AFFINITY 6221 PLD  
 SCR MISS BUCKAROO 701S  
 KEYS BALLYHOO 77D  
 MISS KEY DENISE 56C

Lower birth who would make a heifer bull. He's clean & smooth made with impressive growth numbers. Ranks in the top 25% for TSI. Retaining 1/4 interest.



**Lot 73**



**Reference Sire**



**Lot 75**

**73 KEYS ATTICUS 153L** M990927

3/11/23/Polled/White BW: 90/ADJ WW:784

BW	WW	YW	MILK	CE	TSI	CW	REA
1.7	73	131	18	5	269	22	0.92

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

WR ATTICUS 30E  
**KEYS ATTICUS 222G**  
 MISS KEY JENNA 215D  
 SCR AFFINITY 9104  
**MISS KEY MEG 132J**  
 MISS KEY MEG 103E

KEYS ALL STATE 149X  
 WR MISS MERYL 26T  
 KAYR MAINSTREET 910A  
 MISS KEY JENNA 121S  
 LT AFFINITY 6221 PLD  
 SCR MISS BUCKAROO 7015  
 CEDARDALE ZEAL 125Z  
 MISS KEY MEG 2T

Ranks in the top 20% for YW.

**74 KEYS ATTICUS 158L** M990929

3/13/23/Polled/White BW: 90/ADJ WW:724

BW	WW	YW	MILK	CE	TSI	CW	REA
1.2	66	122	18	7	261	19	0.79

**Leptin:CT PMCH:AA IGF2:CC CRH:GG**

WR ATTICUS 30E  
**KEYS ATTICUS 222G**  
 MISS KEY JENNA 215D  
 SCR AFFINITY 9104  
**MISS KEY VIRGINIA 11J**  
 MISS KEY VIRGINIA 20F

KEYS ALL STATE 149X  
 WR MISS MERYL 26T  
 KAYR MAINSTREET 910A  
 MISS KEY JENNA 121S  
 LT AFFINITY 6221 PLD  
 SCR MISS BUCKAROO 7015  
 KAYR MAINSTREET 910A  
 MISS KEY VIRGINIA 149T

**G MAC JETLINER 151J** 748752

2/21/21/Polled/Black BW: WW:

BW	WW	YW	MILK	CED	CW	REA
0.1	53	76	25	14	10	0.59

**Leptin:TT 7/8SA 1/8AN**

MAC ATOMIC FORCE 36A  
**MAC ESSENTIAL FORCE 533E**  
 MAC VALLIE 277X  
 OPP SABER 847U  
**MAC CARRIE 552C**  
 WJM KERI 294K

MAC CENTURION 240X  
 MAC SHEILA 208S  
 MAC NAVIGATOR 281N  
 WJM NADINE 145N  
 OPP SABER 616S  
 OPP BLACK LADY 9R  
 BEV MASTERPIECE 110H  
 WJM GEN 88G

We purchased Jetliner from Macdonald's in 2022 and we are excited for this first calf crop. He's the type that you can admire for his soggy side and big top, and he has an impressive milk EPD. His calves have been consistent, with good muscle pattern & balance.

**75 KEYS JETLINER 5L** P759921

2/4/23/Polled/Homo Black ADJ BW:63 ADJ WW:572

BW	WW	YW	MILK	CED	CW	REA
-1.8	56	86	20	15.6	15.3	0.71

**Leptin:TT PMCH:AA IGF2:CT CRH:CG 7/8SA 1/8AN**

MAC ESSENTIAL FORCE 533E  
**MAC JETLINER 151J**  
 MAC CARRIE 552C  
 KEYS CLEMSON 113F ET  
**MISS KEY EMBER 6H**  
 MISS KEY EMBER 1E

MAC ATOMIC FORCE 36A  
 MAC VALLIE 277X  
 \*OPP SABER 847U  
 WJM KERI 294K  
 BODINES CLEMSON C01  
 MISS KEY PATIENCE 30Y  
 KEYS MONUMENT 234A  
 \*MISS KEY EMBER 3Z

Big, deep bodied. Low birth bull with an actual BW of 62lbs. Smooth shoulder & clean made. Retaining 1/4 interest.

## 76 KEYS JETLINER 13L P759935

2/9/23/Polled/Black				ADJ BW:84 ADJ WW:556			
BW	WW	YW	MILK	CED	CW	REA	
1.2	61	84	18	11.8	12.2	0.6	
<i>Leptin:TT PMCH:AA IGF2:CC CRH:CG</i>							<i>7/8 SA 1/8 AN</i>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    KEYS CRUISER 105C  
 KEYS CRUISER 29F      \*MISS KEY CLAIRE 42A  
**MISS KEY GRACE 76H**      MAC BAYSIDE 292X  
 MISS KEY GRACE 151Z      MISS KEY GRACE 63S

Moderate & deep sided & athletic on the move.



Lot 78



Lot 79



Lot 80

## 77 KEYS JETLINER 15L P759920

2/11/23/Polled/Black				ADJ BW:81 ADJ WW:618			
BW	WW	YW	MILK	CED	CW	REA	
0.2	58	92	20	12.6	20.4	0.54	
<i>Leptin:NONE PMCH:NONE IGF2:NONE CRH:-</i>							<i>3/4 SA 1/4 AN</i>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    B/R NEW DESIGN 036  
    \*J W K NEW DESIGN 0028  
 J W K GAINES LADY 8062  
**\*MISS KEY KYLENE 54F**      KEYS LONGSHOT 1X  
 MISS KEY KYLENE 62Z      MISS KEY KYLENE 122X

Good feet on this bull. Deep bodied, and has a good performance spread. ADG 4lbs/day.

## 78 KEYS JETLINER 33L P759925

2/19/23/Polled/Black				ADJ BW:89 ADJ WW:540			
BW	WW	YW	MILK	CED	CW	REA	
2.3	52	71	15	9.9	3.9	0.47	
<i>Leptin:CT PMCH:AA IGF2:CC CRH:CC</i>							<i>7/8 SA 1/8 AN</i>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    KEYS CRUISER 105C  
 KEYS CRUISER 29F      \*MISS KEY CLAIRE 42A  
**MISS KEY CLAIRE 74H**      KEYS JENGA 18Z  
 MISS KEY CLAIRE 44D      MISS KEY CLAIRE 184A

Nice head on this bull. Clean made and smooth through his shoulder.

## 79 KEYS JETLINER 54L P759923

2/25/23/Polled/Black				ADJ BW:91 ADJ WW:656			
BW	WW	YW	MILK	CED	CW	REA	
1.3	60	87	18	11.5	12.5	0.59	
<i>Leptin:TT PMCH:AT IGF2:CC CRH:CG</i>							<i>7/8 SA 1/8 AN</i>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    GGT P RED ROCK 136W  
 GIT EASTON 3E      GIT CAROLINA 18C  
**MISS KEY NOELLE 26G**      KEYS DIRECT FIRE 18Y  
 MISS KEY NOELLE 87E      MISS KEY NOELLE 202A

We hold this bull in high regards. One of the most stylish & well balanced bulls in the sale! Muscular & easy doing. Largest ADG of the Salers. Retaining 1/4 interest.

## 80 KEYS JETLINER 55L P759924

2/25/23/Polled/Red				ADJ BW:82 ADJ WW:587			
BW	WW	YW	MILK	CED	CW	REA	
0.1	54	71	18	12.9	5.7	0.54	
<i>Leptin:TT PMCH:AA IGF2:CC CRH:GG</i>							<i>7/8 SA 1/8 AN</i>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    KEYS CRUISER 105C  
 KEYS CRUISER 29F      \*MISS KEY CLAIRE 42A  
**MISS KEY SANDY 64H**      NJF FEISTS MASTERPEICE 7  
 MISS KEY SANDY 209D      MISS KEY SANDY 117S

Long sided and deep ribbed. His markers are really favorable at 8/8!



## **HO 81 KEYS JETLINER 58L** P759922

2/26/23/Polled/Black ADJ BW:84 ADJ WW:618

BW	WW	YW	MILK	CED	CW	REA
0.6	59	88	17	13.3	8.1	0.75

**Leptin:CT PMCH:AA IGF2:CC CRH:CC 3/4 SA 1/4 AN**

MAC ESSENTIAL FORCE 533E MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J** MAC VALLIE 277X  
 MAC CARRIE 552C \*OPP SABER 847U  
 WJM KERI 294K  
 KEYS EXCEL 50E KEYS MONUMENT 234A  
**MISS KEY 116H** MISS KEY PATIENCE 30Y  
 MISS KEY EBONY 223W O C C PROVOST 737P  
 MISS KEY EBONY 176P

Moderate framed & square hipped. Well balanced.

## **HO 82 KEYS JETLINER 61L** P759926

2/27/23/Polled/Red ADJ BW:89 ADJ WW:680

BW	WW	YW	MILK	CED	CW	REA
0.4	61	89	25	13.9	15.7	0.63

**Leptin:TT PMCH:AA IGF2:TT CRH:CG 7/8 SA 1/8 AN**

MAC ESSENTIAL FORCE 533E MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J** MAC VALLIE 277X  
 MAC CARRIE 552C \*OPP SABER 847U  
 WJM KERI 294K  
 MAC ATOMIC FORCE 36A  
 MAC EVAN 4E MAC CLARINDA 4C  
**MISS KEY EMBER 88G ET** KEYS LONGSHOT 1X  
 \*MISS KEY EMBER 3Z MISS KEY EMBER 271X

Really smooth shouldered bull with a big milk EPD. Big hip on him!

## **HO 83 KEYS JETLINER 89L** P759930

3/9/23/Polled/Red ADJ BW:82 ADJ WW:584

BW	WW	YW	MILK	CED	CW	REA
0.7	56	79	19	12.1	10.7	0.54

**Leptin:TT PMCH:AA IGF2:CC CRH:CC 7/8 SA 1/8 AN**

MAC ESSENTIAL FORCE 533E MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J** MAC VALLIE 277X  
 MAC CARRIE 552C \*OPP SABER 847U  
 WJM KERI 294K  
 KEYS CRUISER 105C  
 KEYS CRUISER 29F \*MISS KEY CLAIRE 42A  
**MISS KEY SILHOUET 96H** MAC BAYSIDE 292X  
 \*MISS KEY SILHOUET 159Z MISS KEY SILHOUET 212U

Balanced and stylish! Long and extended in that front 1/3.

## **HO 84 KEYS JETLINER 90L** P759927

3/10/23/Polled/Black ADJ BW:80 ADJ WW:644

BW	WW	YW	MILK	CED	CW	REA
-0.2	52	77	16	14.1	2.2	0.66

**Leptin:TT PMCH:AA IGF2:CC CRH:CG 3/4 SA 1/4 AN**

MAC ESSENTIAL FORCE 533E MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J** MAC VALLIE 277X  
 MAC CARRIE 552C \*OPP SABER 847U  
 WJM KERI 294K  
 KEYS EXCEL 50E KEYS MONUMENT 234A  
**MISS KEY PATIENCE 101H** MISS KEY PATIENCE 30Y  
 MISS KEY PATIENCE 17D KEYS DIRECT FIRE 18Y  
 MISS KEY PATIENCE 100Y

Easy fleshing, really stout made bull. Standing on a large strong foot. His dam is a nice cow out of Excel 50E who produces performance cattle.



## 86 KEYS JETLINER 94L P759929

3/12/23/Polled/Black				ADJ BW:83 ADJ WW:660			
BW	WW	YW	MILK	CED	CW	REA	
0.1	57	87	21	12.6	11.7	0.72	
<b>Leptin:TT PMCH:AA IGF2:CT CRH:GG</b>							<b>7/8 SA 1/8 AN</b>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    BODINES CLEMSON C01  
 KEYS CLEMSON 113F ET      MISS KEY PATIENCE 30Y  
**MISS KEY NAOMI 49H**      MAC CAPRICORN 125C  
 MISS KEY NAOMI 134E      MISS KEY NAOMI 208C

## 87 KEYS JETLINER 105L P759932

3/18/23/Polled/Red				ADJ BW:86 ADJ WW:637			
BW	WW	YW	MILK	CED	CW	REA	
1.5	60	88	15	11.1	8.3	0.71	
<b>Leptin:TT PMCH:AA IGF2:CC CRH:CG</b>							<b>7/8 SA 1/8 AN</b>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    BODINES ROCKSTAR D1  
 KEYS ROCKSTAR 156F      MISS KEY SPARKLE 80C  
**MISS KEY ANN 30H**      KEYS CAMERON 219Z  
 MISS KEY ANN 144D      MISS KEY ANN 99A

## 88 KEYS JETLINER 124L P759931

3/30/23/Polled/Red				ADJ BW:81 ADJ WW:671			
BW	WW	YW	MILK	CED	CW	REA	
0.3	58	85	19	13.3	11.5	0.62	
<b>Leptin:TT PMCH:AA IGF2:CT CRH:CG</b>							<b>3/4 SA 1/4 AN</b>

MAC ESSENTIAL FORCE 533E      MAC ATOMIC FORCE 36A  
**MAC JETLINER 151J**      MAC VALLIE 277X  
 MAC CARRIE 552C      \*OPP SABER 847U  
    WJM KERI 294K  
    BODINES CLEMSON C01  
 KEYS CLEMSON 113F ET      MISS KEY PATIENCE 30Y  
**MISS KEY JOSILYN 12H**      KEYS MONUMENT 234A  
 MISS KEY JOSILYN 52E      MISS KEY JOSILYN 10B

His granddam is a Monument daughter, these females milk well and are all around good cows.

## H KEYS JUSTIFIED 15J 746806

2/12/21/Polled/Red				BW:88 WW:800			
BW	WW	YW	MILK	CED	CW	REA	
3.3	63	82	17	8	-8.1	0.75	
<b>Leptin: TT</b>							<b>Purebred</b>

RC BUCK 150B      SW STEADY 50X  
**SW FREDERIC 102F**      SW SAFRON 10X  
 SW MAGGIE 43Y      BEAR SIR WYATT 227U  
    SW MAGGIE 82W  
    BEV MASTERPIECE 110H  
 NJW FEISTS MASTERPIECE 7      NJF MISS MERCURY 623S  
**MISS KEY CLAIRE 89D**      DJF 311U  
 MISS KEY CLAIRE 169Y      MISS KEY CLAIRE 217M

Keys Justified is one we are really proud of - he was the 2022 National Champion Salers Bull in Denver. He has sired a really uniform set of heavy muscled calves, with a ton of bone. They're shapely & athletic on the go.



Reference Sire

## 89 KEYS JUSTIFIED 9L P759878

2/9/23/Polled/Black				ADJ BW:83 ADJ WW:638			
BW	WW	YW	MILK	CED	CW	REA	
1.7	59	77	16	9.2	-3.5	0.71	
<b>Leptin:TT PMCH:AA IGF2:CT CRH:CG</b>							<b>PUREBRED</b>

SW FREDERIC 102F      RC BUCK 150B  
**KEYS JUSTIFIED 15J**      SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D      NJF FEISTS MASTERPIECE 7  
    MISS KEY CLAIRE 169Y  
    GGT P RED ROCK 136W  
 GIT EASTON 3E      GIT CAROLINA 18C  
**MISS KEY LORRI 100G**      KEYS MONUMENT 234A  
 MISS KEY LORRI 85E      MISS KEY LORRI 82Y





## **HO 90 KEYS JUSTIFIED 27L** P759879

2/16/23/Polled/Red		ADJ BW:93 ADJ WW:591				
BW	WW	YW	MILK	CED	CW	REA
3	55	76	17	7.4	-1.5	0.61
<i>Leptin:TT PMCH:AA IGF2:CT CRH:CC</i>					<i>3/4 SA 1/4 AR</i>	

SW FREDERIC 102F RC BUCK 150B  
**KEYS JUSTIFIED 15J** SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D NJF FEISTS MASTERPEICE 7  
 MISS KEY CLAIRE 169Y  
 LINDENHILL TNT 753T  
 DJF 311X DJF MISS 311N  
**MISS KEY CLAIRE 119A** PIE GET R DONE 684  
 MISS KEY CLAIRE 118W MISS KEY CLAIRE 124R

The picture says it all on this guy! He's thick, really stout from behind. Stands on a big, solid foot! This guy is a standout.



## **HO 91 KEYS JUSTIFIED 28L** P761063

2/16/23/Polled/Red		ADJ BW:84 ADJ WW:601				
BW	WW	YW	MILK	CED	CW	REA
2	56	83	15	9.6	-8.8	0.83
<i>Leptin:TT PMCH:AA IGF2:TT CRH:CC</i>					<i>3/4 SA 1/4 AN</i>	

SW FREDERIC 102F RC BUCK 150B  
**KEYS JUSTIFIED 15J** SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D NJF FEISTS MASTERPIECE 7Y  
 MISS KEY CLAIRE 169Y  
 RCM PB 44P  
 KEYS MATRIX 99T MISS KEY DESIGN 23M  
**MISS KEY PATIENCE 30Y** OCC PROVOST 737P  
 MISS KEY PATIENCE 179U MISS KEY PATIENCE 6R

Nice made bull here! An embryo calf out of a cow we hold in high regards, there's good reason why she's still around!



## **HO 92 KEYS JUSTIFIED 41L** P759880

2/22/23/Polled/Red		ADJ BW:87 ADJ WW:634				
BW	WW	YW	MILK	CED	CW	REA
1.6	66	92	20	9.9	5.8	0.71
<i>Leptin:TT PMCH:AT IGF2:TT CRH:CC</i>					<i>7/8 SA 1/8 AN</i>	

SW FREDERIC 102F RC BUCK 150B  
**KEYS JUSTIFIED 15J** SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D NJF FEISTS MASTERPEICE 7  
 MISS KEY CLAIRE 169Y  
 NJF FEISTS MASTERPEICE 7  
 KEYS MONUMENT 234A MISS KEY GARNET 13S  
**MISS KEY EMBER 1E** KEYS LONGSHOT 1X  
 \*MISS KEY EMBER 3Z MISS KEY EMBER 271X

One of the highest milk numbers in the pen. Really like the rib shape on this bull. His dam produced one of the high selling bulls in 2022.

## **HO 93 KEYS JUSTIFIED 46L** P759882

2/23/23/Polled/Red		ADJ BW:87 ADJ WW:609				
BW	WW	YW	MILK	CED	CW	REA
2.3	54	72	20	8.8	-6.8	0.66
<i>Leptin:CT PMCH:AA IGF2:CT CRH:CC</i>					<i>PUREBRED</i>	

SW FREDERIC 102F RC BUCK 150B  
**KEYS JUSTIFIED 15J** SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D NJF FEISTS MASTERPEICE 7  
 MISS KEY CLAIRE 169Y  
 PCSL ZEUS  
 PCSL BRAVO PCSL YULETIDE  
**MISS KEY KYLENE 54D** DJF TRIBUTE 513T  
 MISS KEY KYLENE 122X MISS KEY KUYENE 113N

## **HO 94 KEYS JUSTIFIED 56L** P759881

2/25/23/Polled/Red		ADJ BW:88 ADJ WW:588				
BW	WW	YW	MILK	CED	CW	REA
2	54	72	15	9.2	-4.1	0.59
<i>Leptin:TT PMCH:AA IGF2:TT CRH:CC</i>					<i>7/8 SA 1/8 AN</i>	

SW FREDERIC 102F RC BUCK 150B  
**KEYS JUSTIFIED 15J** SW MAGGIE 43Y  
 MISS KEY CLAIRE 89D NJF FEISTS MASTERPEICE 7  
 MISS KEY CLAIRE 169Y  
 NJF FEISTS MASTERPEICE 7  
 KEYS MONUMENT 234A MISS KEY GARNET 13S  
**MISS KEY SANDY 39C** KEYS MEDALLION 144P  
 MISS KEY SANDY 117S MISS KEY DESIGN 209M

Big topped, & deep ribbed.



## IO 96 KEYS JUSTIFIED 115L P759884

3/24/23/Polled/Red		ADJ BW:88 ADJ WW:705				
BW	WW	YW	MILK	CED	CW	REA
2.7	65	86	21	7.8	-0.6	0.74
Leptin:TT PMCH:AA IGF2:CT CRH:CC				PUREBRED		

SW FREDERIC 102F  
**KEYS JUSTIFIED 15J**  
 MISS KEY CLAIRE 89D

KEYS LONGSHOT 1X  
**\*MISS KEY CLAIRE 42A**  
 MISS KEY CLAIRE 61Y

RC BUCK 150B  
 SW MAGGIE 43Y  
 NJF FEISTS MASTERPEICE 7  
 MISS KEY CLAIRE 169Y  
 SC PLD BLK TRADER 107T  
 MISS KEY MELODY 114P  
 KEYS HIGHWAY 101W  
 MISS KEY CLAIRE 26W

Long sided & clean made through his front 1/3.

## IO 98 KEYS EXCEL 65L P759866

2/28/23/Polled/Homo Black		ADJ BW:80 ADJ WW:669				
BW	WW	YW	MILK	CED	CW	REA
-1.1	52	80	13	13.8	0.8	0.82
Leptin:CT PMCH:AT IGF2:CT CRH:CG				5/8 SA 3/8 AN		

KEYS MONUMENT 234A  
**KEYS EXCEL 50E**  
 MISS KEY PATIENCE 30Y

RAO ALBERT  
**MISS KEY NOREEN 130C**  
 \*MISS KEY NOREEN 80Z

NJF FEISTS MASTERPEICE 7  
 MISS KEY GARNET 13S  
 KEYS MATRIX 99T  
 MISS KEY PATIENCE 179U  
 NJF TOP LEVEL 39X  
 \*RAO WAUMA 914W  
 BR BAND WARRIOR 01Z  
 MISS KEY NOREEN 173W

He's got a lot of body, great rib shape.



## IO 97 KEYS EXCEL 18L P759865

2/12/23/Polled/Homo Black		ADJ BW:84 ADJ WW:569				
BW	WW	YW	MILK	CED	CW	REA
-0.7	59	97	9	11.8	11.2	0.85
Leptin:CT PMCH:AA IGF2:CC CRH:CC				5/8 SA 3/8 AN		

KEYS MONUMENT 234A  
**KEYS EXCEL 50E**  
 MISS KEY PATIENCE 30Y

KEYS CAMERON 219Z  
**MISS KEY EVIE 21B**  
 MISS KEY EVIE 12R

NJF FEISTS MASTERPEICE 7  
 MISS KEY GARNET 13S  
 KEYS MATRIX 99T  
 MISS KEY PATIENCE 179U  
 MAC CAMERON 318X  
 MISS KEY ELITA 199U  
 \*J W K NEW DESIGN 0028  
 MISS KEY EVIE 71N

## IO 99 KEYS EXCEL 85L P759867

3/8/23/Polled/Homo Black		ADJ BW:89 ADJ WW:634				
BW	WW	YW	MILK	CED	CW	REA
-0.1	57	91	10	11	4.3	0.91
Leptin:TT PMCH:AA IGF2:CT CRH:CC				5/8 SA 3/8 AN		

KEYS MONUMENT 234A  
**KEYS EXCEL 50E**  
 MISS KEY PATIENCE 30Y

KEYS CAMERON 219Z  
**MISS KEY PATIENCE 196D**  
 MISS KEY PATIENCE 218A

NJF FEISTS MASTERPEICE 7  
 MISS KEY GARNET 13S  
 KEYS MATRIX 99T  
 MISS KEY PATIENCE 179U  
 MAC CAMERON 318X  
 MISS KEY ELITA 199U  
 \*J W K NEW DESIGN 0028  
 MISS KEY PATIENCE 24R

## IO 100 KEYS EXCEL 102L P759868

3/16/23/Polled/Red		ADJ BW:86 ADJ WW:664				
BW	WW	YW	MILK	CED	CW	REA
1	62	93	5	10.1	3.4	0.91
Leptin:CT PMCH:AA IGF2:TT CRH:CC				5/8 SA 3/8 AN		

KEYS MONUMENT 234A  
**KEYS EXCEL 50E**  
 MISS KEY PATIENCE 30Y

KEYS CAMERON 107D  
**MISS KEY DAZY 116F**  
 MISS KEY DAZY 162U

NJF FEISTS MASTERPEICE 7  
 MISS KEY GARNET 13S  
 KEYS MATRIX 99T  
 MISS KEY PATIENCE 179U  
 KEYS CAMERON 219Z  
 MISS KEY TOPS 92A  
 \*J W K NEW DESIGN 0028  
 MISS KEY WIZARD 38G

## IO 101 KEYS EXCEL 8L P759863

2/8/23/Polled/Red		ADJ BW:89 ADJ WW:670				
BW	WW	YW	MILK	CED	CW	REA
-0.3	51	73	16	12.2	-5.7	0.78
Leptin:CT PMCH:AT IGF2:CC CRH:CC				3/4 SA 1/4 AN		

KEYS EXCEL 50E  
**KEYS EXCEL 41G**  
 MISS KEY EBONY 60U

SW FREDERIC 102F  
**MISS KEY CLAIRE 51J**  
 \*MISS KEY CLAIRE 198D

KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 \*J W K NEW DESIGN 0028  
 MISS KEY EBONY 99K  
 RC BUCK 150B  
 SW MAGGIE 43Y  
 KEYS MONUMENT 234A  
 MISS KEY CLAIRE 132Z

Big muscular performance bull with the second biggest YW at 1172lbs. Pound making bull here!





**Lot 102**

**102 KEYS HIGH IMPACT 6LP759862**

2/5/23/Polled/Red		ADJ BW:78 ADJ WW:603				
BW	WW	YW	MILK	CED	CW	REA
-1.9	43	62	14	13.5	-9	0.75
<i>Leptin:TT PMCH:AA IGF2:CT CRH:CG</i>					<i>3/4 SA 1/4 AN</i>	

KEYS EXCEL 50E  
**KEYS EXCEL 41G**  
 MISS KEY EBONY 60U  
 NJF TOP LEVEL 41T  
**MISS KEY PATIENCE 20J**  
 MISS KEY PATIENCE 113G

KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 \*J W K NEW DESIGN 0028  
 MISS KEY EBONY 99K  
 GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 GIT EASTON 3E  
 \*MISS KEY CLAIRE 44E

Impressive bull out of a first calf heifer. Reminds us a lot of last years high seller! Massive hip, great set to his leg. Love how well balanced he is. Retaining 1/4 interest.

**103 KEYS EXCEL 43L P759864**

2/22/23/Polled/Red		ADJ BW:91 ADJ WW:615				
BW	WW	YW	MILK	CED	CW	REA
-0.2	53	82	16	10.6	8.5	0.57
<i>Leptin:TT PMCH:AA IGF2:CT CRH:CG</i>					<i>1/2 SA 3/8 AR 1/8 AN</i>	

KEYS EXCEL 50E  
**KEYS EXCEL 41G**  
 MISS KEY EBONY 60U  
 RLC TAPPEN 254F  
**MISS KEY GRACE 116J**  
 MISS KEY GRACE 151Z

KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 \*J W K NEW DESIGN 0028  
 MISS KEY EBONY 99K  
 FLYING W XTRA 111X  
 FLYING W RED WILLOW 123Z  
 MAC BAYSIDE 292X  
 MISS KEY GRACE 63S

Deep sided, really soggy made bull.



**Lot 106**

**104 KEYS TOP LEVEL 2L P759911**

2/1/23/Polled/Red		ADJ BW:85 ADJ WW:573				
BW	WW	YW	MILK	CED	CW	REA
0.8	61	92	15	10.7	16.9	0.56
<i>Leptin:CC PMCH:AT IGF2:CT CRH:CC</i>					<i>5/8 SA 3/8 AR</i>	

NJF TOP LEVEL 41T  
**KEYS TOP LEVEL 47J**  
 MISS KEY BRENDA 48G  
 RLC TAPPEN 254F  
**MISS KEY ANGELA 108J**  
 MISS KEY ANGELA 25D

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 KEYS EXCEL 50E  
 MISS KEY BRENDA 52D  
 FLYING W XTRA 111X  
 FLYING W RED WILLOW 123Z  
 KEYS DIRECT FIRE 18Y  
 MISS KEY ANGELA 46B

Good performance spread here!

**105 KEYS TOP LEVEL 63L P759912**

2/28/23/Polled/Red		ADJ BW:85 ADJ WW:618				
BW	WW	YW	MILK	CED	CW	REA
0.5	57	77	17	11.9	-2.5	0.74
<i>Leptin:CC PMCH:AA IGF2:CC CRH:CG</i>					<i>PUREBRED</i>	

NJF TOP LEVEL 41T  
**KEYS TOP LEVEL 47J**  
 MISS KEY BRENDA 48G  
 SW FREDERIC 102F  
**MISS KEY GRACE 80J**  
 \*MISS KEY GRACE 112D

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 KEYS EXCEL 50E  
 MISS KEY BRENDA 52D  
 RC BUCK 150B  
 SW MAGGIE 43Y  
 NJF FEISTS MASTERPEICE 7  
 MISS KEY GRACE 151Z

**106 KEYS VELOCITY 1L P759953**

1/27/23/Polled/Black		ADJ BW:78 ADJ WW:645				
BW	WW	YW	MILK	CED	CW	REA
-0.3	59	86	14	10	10.1	0.85
<i>Leptin:TT PMCH:AA IGF2:CT CRH:CC</i>					<i>3/4 SA 1/4 AN</i>	

KEYS RETRIBUTION 18B  
**MJB VELOCITY 414E**  
 MJB MARY 134C  
 BODINES ROCKSTAR D1  
**MISS KEY NAOMI 117J**  
 MISS KEY NAOMI 134E

KEYS DIRECT FIRE 18Y  
 MISS KEY KRISTIN 57Y  
 MAC QUARTERBACK 58Y  
 MJB YELLOW ROSE 138Z  
 KEYS ROCKSTAR 95X  
 \*WF MISS TOPEKA W1  
 MAC CAPRICORN 125C  
 MISS KEY NAOMI 208C

The oldest bull in the sale with an actual YW of 1132lbs, and an ADG of 3.7lbs. Mother comes from a very solid cow family.

## **107** KEYS VELOCITY 23L P759957

2/14/23/Polled/Homo Black				ADJ BW:85 ADJ WW:613			
BW	WW	YW	MILK	CED	CW	REA	
0.4	62	98	12	9.1	19.3	0.81	
<i>Leptin:TT PMCH:AT IGF2:CT CRH:GG</i>				<i>3/4 SA 1/4 AN</i>			

KEYS RETRIBUTION 18B  
**MJB VELOCITY 414E**  
 MJB MARY 134C

KEYS CAMERON 38C  
**MISS KEY DESIGN 64J**  
 MISS KEY DESIGN 21F

KEYS DIRECT FIRE 18Y  
 MISS KEY KRISTIN 57Y  
 MAC QUARTERBACK 58Y  
 MJB YELLOW ROSE 138Z  
 KEYS CAMERON 219Z  
 MISS KEY EBONY 168X  
 KEYS DIRECT FIRE 18Y  
 MISS KEY DESIGN 50A

We like the consistency of these Velocity sons.



**Lot 109**



**Lot 110**

## **111** KEYS ROCKSTAR 80L P759893

3/7/23/Polled/Black				ADJ BW:88 ADJ WW:656			
BW	WW	YW	MILK	CED	CW	REA	
2.1	71	109	8	7.8	13.3	0.88	
<i>Leptin:TT PMCH:AT IGF2:CC CRH:CG</i>				<i>3/4 SA 1/8 AN 1/8 AR</i>			

BODINES ROCKSTAR D1  
**KEYS ROCKSTAR 156F**  
 MISS KEY SPARKLE 80C

KEYS CAMERON 219Z  
**MISS KEY GRACE 80D**  
 MISS KEY GRACE 11A

KEYS ROCKSTAR 95X  
 \*WF MISS TOPEKA W1  
 KEYS LONGSHOT 1X  
 MISS KEY SPARKLE 16W  
 MAC CAMERON 318X  
 MISS KEY ELITA 199U  
 KEYS DIRECT FIRE 18Y  
 MISS KEY GRACE 19X

Here's a true ranch bull, shapely & expressively made. Long sided & strong footed.

## **108** KEYS VELOCITY 37L P759954

2/20/23/Polled/Black				ADJ BW:91 ADJ WW:645			
BW	WW	YW	MILK	CED	CW	REA	
-0.7	51	81	10	11.1	10.5	0.83	
<i>Leptin:TT PMCH:AA IGF2:CC CRH:CC</i>				<i>5/8 SA 3/8 AN</i>			

KEYS RETRIBUTION 18B  
**MJB VELOCITY 414E**  
 MJB MARY 134C

KEYS EXCEL 50E  
**MISS KEY PATIENCE 65J**  
 MISS KEY PATIENCE 93E

KEYS DIRECT FIRE 18Y  
 MISS KEY KRISTIN 57Y  
 MAC QUARTERBACK 58Y  
 MJB YELLOW ROSE 138Z  
 KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 NJF CAMRY 7C  
 MISS KEY PATIENCE 168B

## **109** KEYS EXCEL 32L P759874

2/19/23/Polled/Red				ADJ BW:83 ADJ WW:632			
BW	WW	YW	MILK	CED	CW	REA	
-0.1	59	81	13	12.4	1.4	0.7	
<i>Leptin:TT PMCH:AA IGF2:CT CRH:CC</i>				<i>7/8 SA 1/8 AN</i>			

KEYS EXCEL 50E  
**KEYS EXCEL 75J**  
 MISS KEY BRENDA 52D

KEYS CRUISER 105C  
**MISS KEY CLAIRE 50G**  
 MISS KEY CLAIRE 61Y

KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 PCSL BRAVO  
 MISS KEY BRENDA 41B  
 KEYS MONUMENT 234A  
 MISS KEY CLAIRE 169Y  
 KEYS HIGHWAY 101W  
 MISS KEY CLAIRE 26W

Out of a young, big bodied Cruiser daughter.

## **110** KEYS EXCEL 52L P759873

2/25/23/Polled/Red				ADJ BW:79 ADJ WW:594			
BW	WW	YW	MILK	CED	CW	REA	
0.6	56	85	10	11.9	4.3	0.66	
<i>Leptin:TT PMCH:AT IGF2:CT CRH:CC</i>				<i>3/4 SA 1/8 AN 1/8 AR</i>			

KEYS EXCEL 50E  
**KEYS EXCEL 75J**  
 MISS KEY BRENDA 52D

KEYS DIRECT FIRE 18Y  
**MISS KEY PATIENCE 17D**  
 MISS KEY PATIENCE 100Y

KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 PCSL BRAVO  
 MISS KEY BRENDA 41B  
 5L DIRECT FIRE 1641-6443  
 MISS KEY RUBY 133W  
 KEYS HIGHWAY 101W  
 MISS KEY PATIENCE 124W

## **112** KEYS ROCKSTAR 114L P759894

3/24/23/Polled/Black				ADJ BW:92 ADJ WW:707			
BW	WW	YW	MILK	CED	CW	REA	
2.6	71	101	9	9.2	8.1	0.77	
<i>Leptin:TT PMCH:TT IGF2:CT CRH:CG</i>				<i>3/4 SA 1/8 AN 1/8 AR</i>			

BODINES ROCKSTAR D1  
**KEYS ROCKSTAR 156F**  
 MISS KEY SPARKLE 80C

KEYS MONUMENT 234A  
**MISS KEY KALISTA 6E**  
 MISS KEY KALISTA 254B

KEYS ROCKSTAR 95X  
 \*WF MISS TOPEKA W1  
 KEYS LONGSHOT 1X  
 MISS KEY SPARKLE 16W  
 NJF FEISTS MASTERPEICE 7  
 MISS KEY GARNET 13S  
 KEYS DIRECT FIRE 18Y  
 MISS KEY KALISTA 221R



**Ref. Sire I**



**Lot 113**



**Lot 114**

**I-0 | FFS HOWIE 362H** 747676

3/2/20/Polled/Black				BW: WW:		
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CED</b>	<b>CW</b>	<b>REA</b>
-1.6	51	64	15	14	-3.9	0.81
<b>Leptin: TT</b>				<b>Purebred</b>		
FFS NORTHMAN 370X ND				FFS REPUTATION 264R		
<b>FFS EDMOND 398E</b>				RBB MS PEACE P371		
FFS MS BETTE 398B				FFS MEAT WAGON 234X		
				FFS MISS 767U		
FFS REPUTATION 264R				RSKY MASTER GRANT 952M		
<b>KVC MS ADDIE 335A</b>				FFS MARY MARIA 264M		
FFS SAVANNA 250S				FFS PROUD GENERAL 284P		
				FFS JAINE 126J		

We added Howie to our bull battery in 2022, from Figure 4 Cattle in Colorado. He's big boned, and really athletic on the move. His bull calves are ones you have to like for the added pounds they bring to the table.

**I-0 113 KEYS HOWIE 81L** P759807

3/7/23/Polled/Black				ADJ BW:83 ADJ WW:653		
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CED</b>	<b>CW</b>	<b>REA</b>
-0.3	51	64	16	13.6	-3.6	0.74
<b>Leptin:CC PMCH:AT IGF2:CT CRH:CC</b>				<b>PUREBRED</b>		
FFS EDMOND 398E				FFS NORTHMAN 370XND		
<b>FFS HOWIE 362H</b>				FFS MS BETTE 398B		
KVC MS ADDIE 335A				*FFS REPUTATION 264R		
				FFS SAVANNA 250S		
RCM P BLK WEST STAR 129Y				OPP WEST STAR 938W		
<b>BODINES MS C537</b>				RCM P BLK WYOMING 940W		
HA GOLDEN CHAIN T751				*JGK BLK PLD JASPER 634R		
				HA GOLDEN CHAIN P4133		

**I-0 114 KEYS HOWIE 86L** 759808

3/8/23/Horned/Black				ADJ BW:83 ADJ WW:697		
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CED</b>	<b>CW</b>	<b>REA</b>
-0.7	63	94	11	13.8	14.2	0.77
<b>Leptin:CT PMCH:AA IGF2:CT CRH:CC</b>				<b>5/8 SA 1/8 AR 1/8 MA 1/8 A</b>		
FFS EDMOND 398E				FFS NORTHMAN 370XND		
<b>FFS HOWIE 362H</b>				FFS MS BETTE 398B		
KVC MS ADDIE 335A				*FFS REPUTATION 264R		
				FFS SAVANNA 250S		
KEYS DIRECT FIRE 18Y				5L DIRECT FIRE 1641-6443		
<b>MISS KEY BRIELLA 102B</b>				MISS KEY RUBY 133W		
MISS KEY BRIELLA 77U				SOONER MA BULL		
				MISS KEY DESIGN 118M		

This black bull is really long sided. Deep ribbed & shapely.

**I-0 115 KEYS HOWIE 95L** 759809

3/12/23/Horned/Homo Black				ADJ BW:90 ADJ WW:664		
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CED</b>	<b>CW</b>	<b>REA</b>
-0.2	55	81	18	12.5	7.8	0.55
<b>Leptin:TT PMCH:AA IGF2:CT CRH:CG</b>				<b>3/4 SA 1/4 AN</b>		
FFS EDMOND 398E				FFS NORTHMAN 370XND		
<b>FFS HOWIE 362H</b>				FFS MS BETTE 398B		
KVC MS ADDIE 335A				*FFS REPUTATION 264R		
				FFS SAVANNA 250S		
BR BAND WARRIOR 012				IDEAL 7773 OF 332 3403		
<b>*MISS KEY NOREEN 80Z</b>				IDEAL 705 OF ONWARD 214		
MISS KEY NOREEN 173W				NJF TOP LEVEL 41T		
				MISS KEY NOREEN 26N		

His dam raised 33K, one of last year's high seller. Deep sided, we like him for his bold rib.

**I-0 116 KEYS HOWIE 103L** P759811

3/16/23/Polled/Black				ADJ BW:85 ADJ WW:666		
<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>MILK</b>	<b>CED</b>	<b>CW</b>	<b>REA</b>
-0.2	58	84	16	12.3	11.6	0.63
<b>Leptin:TT PMCH:AA IGF2:CC CRH:CC</b>				<b>3/4 SA 1/4 AN</b>		
FFS EDMOND 398E				FFS NORTHMAN 370XND		
<b>FFS HOWIE 362H</b>				FFS MS BETTE 398B		
KVC MS ADDIE 335A				*FFS REPUTATION 264R		
				FFS SAVANNA 250S		
KEYS DUNDEE 160D				KEYS MONUMENT 234A		
<b>MISS KEY VICKI 1G</b>				MISS KEY LORRI 90X		
*MISS KEY VICKI 12D				KEYS TRUE GRIT 2U		
				MISS KEY VICKI 59B		

# 117 KEYS HOWIE 111L P759812

3/21/23/Polled/Homo Black				ADJ BW:81 ADJ WW:714			
BW	WW	YW	MILK	CED	CW	REA	
-0.7	58	79	16	13.8	-0.5	0.85	
Leptin:TT PMCH:AT IGF2:CT CRH:CC				7/8 SA 1/8 AN			

FFS EDMOND 398E  
**FFS HOWIE 362H**  
 KVC MS ADDIE 335A

FFS NORTHMAN 370XND  
 FFS MS BETTE 398B  
 \*FFS REPUTATION 264R  
 FFS SAVANNA 250S  
 KEYS MONUMENT 234A  
 MISS KEY PATIENCE 30Y  
 PCSL BRAVO  
 MISS KEY BRENDA 41B

KEYS EXCEL 50E  
**MISS KEY BRENDA 48G**  
 MISS KEY BRENDA 52D

111L's granddam raised 75J, theres a strong maternal base here.



# 120 KEYS JESSE JAMES 14L P759832

2/11/23/Polled/Black				ADJ BW:77 ADJ WW:625			
BW	WW	YW	MILK	CED	CW	REA	
-1.2	51	73	16	12.4	5.1	0.67	
Leptin:TT PMCH:AA IGF2:CC CRH:CC				3/4 SA 1/8 AN 1/8 AR			

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 GIT EASTON 3E  
 MISS KEY GALA 123E  
 KEYS EXCEL 50E  
 MISS KEY PATIENCE 218A

KEYS EASTON 42G  
**MISS KEY PATIENCE 4J**  
 MISS KEY PATIENCE 57G

Moderate made. Lots of muscle expression, in that rear 1/3.

# 122 KEYS JESSE JAMES 57L P759834

2/25/23/Polled/Red				ADJ BW:84 ADJ WW:739			
BW	WW	YW	MILK	CED	CW	REA	
1.5	65	88	20	10.4	7.5	0.76	
Leptin:CT PMCH:AA IGF2:CC CRH:CG				PUREBRED			

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 WHR CONSTABLE 50C  
 SRS JULIET 5105C  
 \*GGT P BK SUPERDUTY 35W  
 FFS MISS 388U

DLL FOREST 5105F  
**FFS MS JESSE 249J**  
 FFS MISS 249Y

Huge top on this guy! He's stylish on the profile. Out of a first calf heifer we bought from Figure 4 Ranch who we really like so far!

# 118 KEYS HOWIE 116L P759810

3/25/23/Polled/Black				ADJ BW:78 ADJ WW:586			
BW	WW	YW	MILK	CED	CW	REA	
-2.4	46	66	10	15.5	-3.1	0.64	
Leptin:CT PMCH:AA IGF2:TT CRH:CG				7/8 SA 1/8 AR			

FFS EDMOND 398E  
**FFS HOWIE 362H**  
 KVC MS ADDIE 335A

FFS NORTHMAN 370XND  
 FFS MS BETTE 398B  
 \*FFS REPUTATION 264R  
 FFS SAVANNA 250S  
 5L DIRECT FIRE 1641-6443  
 MISS KEY RUBY 133W  
 RCM P R FIRECRACKER  
 MISS KEY PATIENCE 20N

KEYS DIRECT FIRE 18Y  
**MISS KEY PATIENCE 121E**  
 MISS KEY PATIENCE

Out of a Direct Fire daughter, this bull has a good cow family behind him. Averaging almost 4lbs/day, really expressive in his muscle pattern.

# 119 KEYS JESSE JAMES 3L S759833

2/1/23/Scurred/Black				ADJ BW:79 ADJ WW:661			
BW	WW	YW	MILK	CED	CW	REA	
-0.3	58	87	17	12.7	14	0.59	
Leptin:CT PMCH:AA IGF2:CC CRH:CG				3/4 SA 1/4 AN			

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 CONNEALY COMRADE 1385  
 \*MAC AZURE 81A  
 KEYS DIRECT FIRE 18Y  
 MISS KEY BRIELLA 77U

MAC F1 FREEDOM 150F  
**MISS KEY BRIELLA 6J**  
 MISS KEY BRIELLA 102B

Profiles nice. Moderate actual birth, we expect him to calve easy.

# 121 KEYS JESSE JAMES 42L P759836

2/22/23/Polled/Black				ADJ BW:86 ADJ WW:698			
BW	WW	YW	MILK	CED	CW	REA	
-0.2	53	71	19	12.6	3.9	0.61	
Leptin:TT PMCH:AA IGF2:CC CRH:CC				PUREBRED			

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 KEYS DUNDEE 160D  
 MISS KEY KYLENE 54D

NJF TOP LEVEL 41T  
**MISS KEY KYLENE 44J**  
 MISS KEY KYLENE 10G

# 123 KEYS JESSE JAMES 66L P759839

3/1/23/Polled/Black				ADJ BW:83 ADJ WW:693			
BW	WW	YW	MILK	CED	CW	REA	
0.1	55	72	21	12.5	1.8	0.68	
Leptin:CC PMCH:AA IGF2:CT CRH:CC				PUREBRED			

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 RC BUCK 150B  
 SW MAGGIE 43Y  
 MAC CAPRICORN 125C  
 MISS KEY SILHOUET 100C

SW FREDERIC 102F  
**MISS KEY SILHOUET 5J**  
 MISS KEY SHILHOUET 124E

Long, extended in his neck. Really clean fronted bull.



**KEYS JESSE JAMES 68L P759837**

3/2/23/Polled/Homo Black				ADJ BW:82 ADJ WW:705		
BW	WW	YW	MILK	CED	CW	REA
0.9	64	86	15	10.6	4	0.75
<i>Leptin:CC PMCH:AA IGF2:CC CRH:CC</i>						<b>PUREBRED</b>

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 BODINES ROCKSTAR D1  
 MISS KEY SPARKLE 80C  
 KEYS ROCKSTAR 95X  
 MISS KEY TOPCOAT 42L

Moderate birth bull who's very long sided.



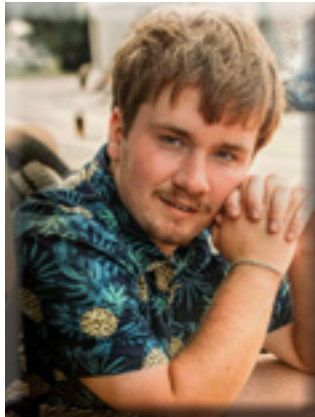
**KEYS JESSE JAMES 97L P759838**

3/13/23/Polled/Black				ADJ BW:98 ADJ WW:724		
BW	WW	YW	MILK	CED	CW	REA
2.5	65	93	18	9.6	14.1	0.7
<i>Leptin:CC PMCH:AT IGF2:CC CRH:CG</i>						<b>7/8 SA 1/8 AN</b>

SF GRADY 2G  
**GIT JESSE JAMES 22J**  
 GIT GLACIER 38G

MAC EVANSTON 257E  
 SF CASSANDRA 502A  
 SF EMERY 33E  
 GIT COUNTESS 4C  
 CONNEALY COMRADE 1385  
 \*MAC AZURE 81A  
 BODINES ROCKSTAR D1  
 MISS KEY LISSA 153C

The biggest weaning weight of the group.



Alan & Monica's youngest son Patrick is a senior this year! Congrats and good luck on your future endeavors!



Pat & his kids November, 2022 when he received the Merchant Mariners of WWII Congressional Gold Medal, for his service as a Merchant Marine during World War II.



# TERMS & CONDITIONS

**Terms:** Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

**Liabilities:** All persons who attend the sale do so at their own risk and Effertz Key Ranch assumes no responsibility for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God.

**Bidding:** All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

**Announcements:** Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

**Insurance of Purchases and Risk:** All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

**Health:** All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S & Canada.

**Registration and Transfer:** Please notify us when making settlement if you want registration papers.

**Trucking:** Delivery available to central points anywhere in the continental U.S. at a maximum cost of \$400 per head.

**Canadian Buyers:** Responsibility of Import permits into Canada fall on the buyer, we will complete all necessary tests through our local vet. Please be sure to include on your Import permit our physical address, of which all our cattle reside. The physical address is as follows; 1560 66th St N, Granville, ND 58741. We will work with our Canadian buyers on delivery arrangements to the border, please contact us after the sale.

**Sending Payment:** Check's must be mailed to our PO Box 99, Granville, ND 58741 address. If you prefer to wire payment, please contact Karen Effertz via email at [ekrinc@srt.com](mailto:ekrinc@srt.com).

**Contract:** The above terms and guarantee constitute a contract between buyer and seller of each animal sold.





PO Box 99  
Granville, ND 58741



46th Annual Bull Sale  
**Thursday,**  
**March 14th, 2023**  
*Rugby Livestock, Rugby, ND*  
*1 p.m. CST*

**Offering 121 Lots**  
**71 Charolais Bulls**  
**50 Salers Optimizer Bulls**

Auctioneer:  
Jared Shipman - 806-983-7226

**LiveAuctions.TV**

Mariah Miller: 712-294-4731

